IRON WORLD™

Residential, Commercial & Industrial Fencing Solutions

MAVERICK ULTRA

GOLDEN GATE

ORNAMENTAL STEEL

**Ornamental Fence • Driveway Gates • Aluminum Fence • Slide Gates**

855.935.IRON IRONWORLDFENCING.COM

IRON WORLD™

Residential, Commercial & Industrial Fencing Solutions

IRON SHIELD

**Manufactured and Powder Coated In-House**

855.935.IRON IRONWORLDFENCING.COM

OCTOBER 2020

FENCE NEWS USA

VOICE OF THE FENCE PROFESSIONAL

www.fencenews.com

# What it Takes to Succeed in the Fencing Industry

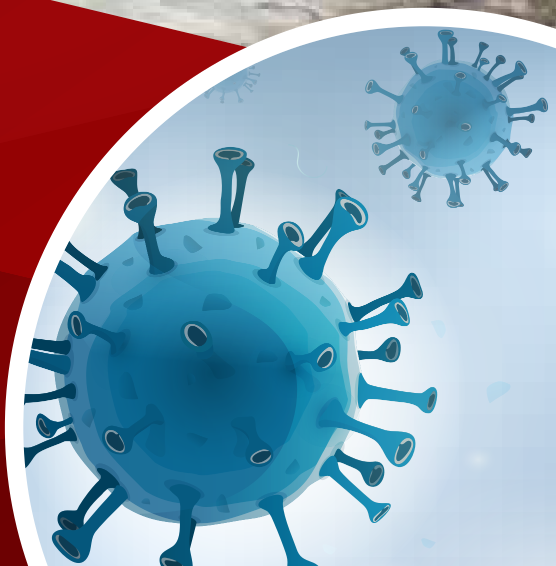
*An interview with
Richard Stellabuto,
president of Iron World*

## In This Issue

COVID-19 Impact on Construction Industry

The Art of the Dig

Predicting the Future of Fencing



We've got you covered.
Short lead times. Reliable delivery. Superior quality.

WHEATLAND USA ASTM F-1083 2-

**Products**
F1083, WT-40, WT-30, WT-20, WT-15, Residential, Squares, Rectangles, Pre-galvanized

**OD**
1⅜"–8⅝"

**Wall Thickness**
0.047"–Schedule 80

Wheatland Tube's galvanized fence framework is manufactured from the highest-quality steel to ensure long life. And with frequent rolling schedules and available inventory, you won't have to wait for your shipment during peak construction season. We've got all the framework products you need for applications ranging from high security and industrial to commercial and residential.

**For details, call 800.257.8182 or visit wheatland.com/fence**

Wheatland Tube
A DIVISION OF ZEKELMAN INDUSTRIES

AMERICAN METAL

**NATIONWIDE INDUSTRIES**

# FENCE PRO'S #1 CHOICE

FOR FENCE AND RAILING HARDWARE

## Keystone® PanicLatch™

**REPLACES PANIC BAR APPLICATIONS**

- Heavy duty commercial design
- Anti-tamper design
- Secure Entry with 6 pin key
- Easy exit with large button
- Round post adaptor available (shown in picture above).

## CornerStone®2

**SELF CLOSING NYLON HINGES**

- Heavy duty design
- For 2" fence posts
- Turn-N-Go™ tensioning
- Easy tension release
- Safe anti-climb design

## Keystone® Traverse

**EASIEST LATCH YOU WILL EVER INSTALL**

- Easy to install
- For 2" fence posts
- No drilling holes through your posts
- Locks and unlocks from both sides
- Time saver for your installers

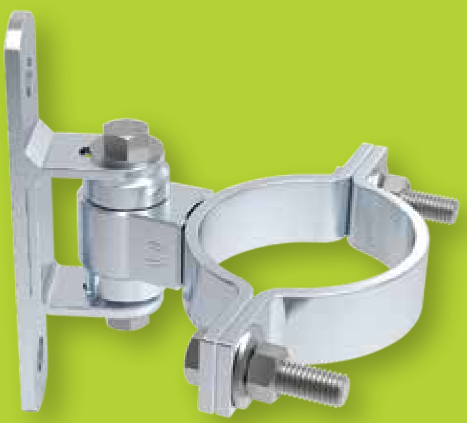
## We are the leading industry resource with over 2,000 SKUs

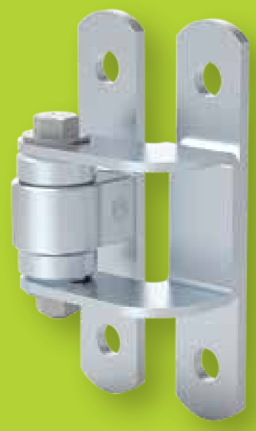
Phone: (813) 988-2628 | www.nationwideindustries.com

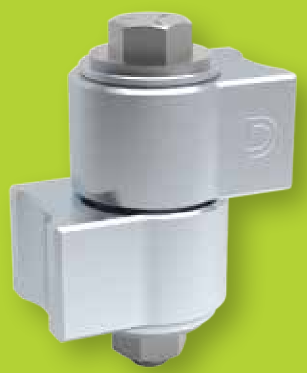
# Over 300 Hi-Performance For Every Fence Material

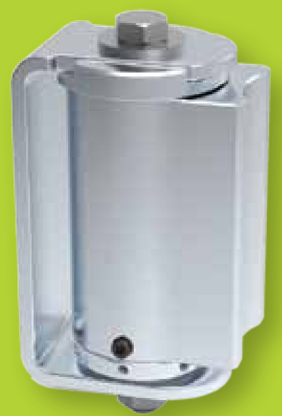
**SHUTIt®**

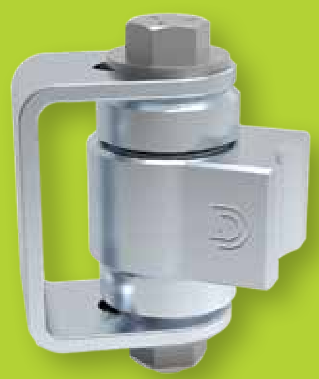
No maintenance – EVER!  High-temperature sealed bearings.
Tested to over 1 Million cycles.
Adjustable.


ROUND BOLT-ON


FACE MOUNT BOLT-ON

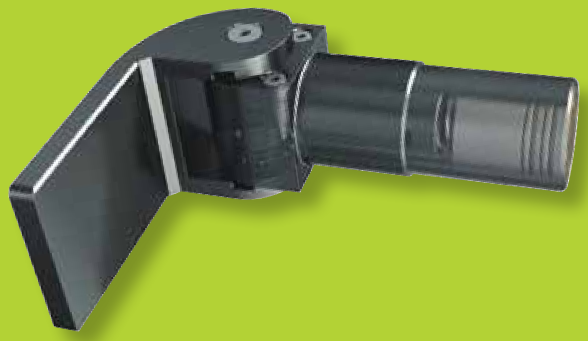

VERSA WELD

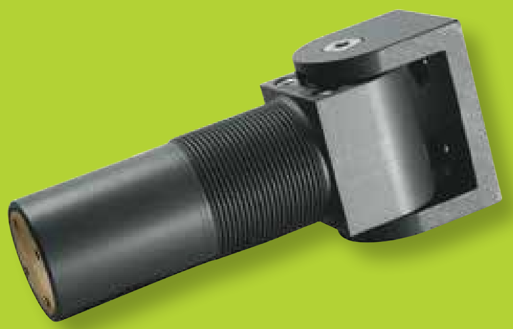

SELF-CLOSING

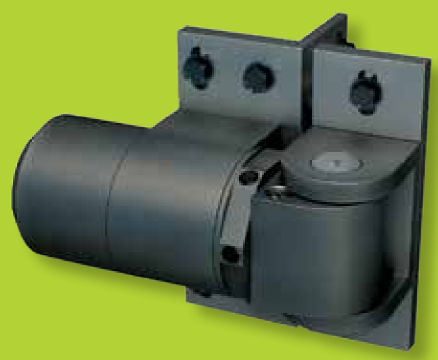

ORIGINAL

**SUREClose®**

Maintenance free – powerful, self-closing, hydraulic.
Highly tamper resistant.
Adjustable – vertical, horizontal, closing speed.

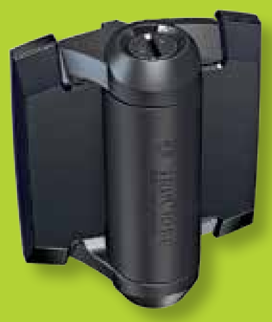

FLUSH MOUNT

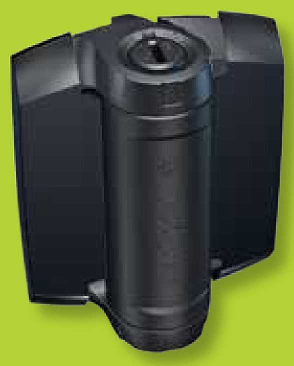

CENTER MOUNT

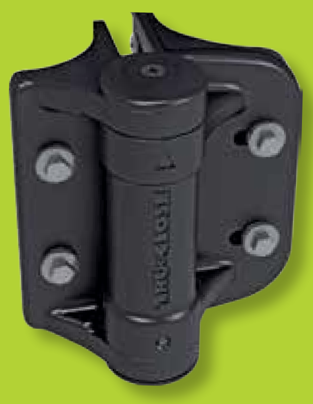

READYFIT

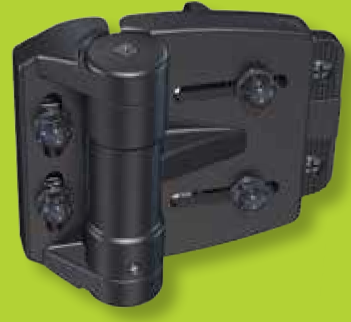
**TRUClose®**

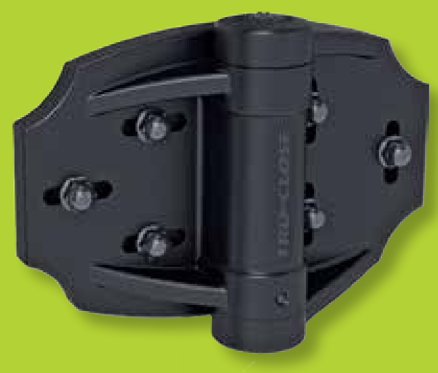
Proprietary industrial-strength polymer.
D&D patented tension adjustment.
Self-closes gates up to 154 lb.


REGULAR


HEAVY-DUTY


ROUND POST


MULTI-ADJUST


HD MULTI-ADJUST

# Product Solutions
# Residential & Commercial

## LOKKLatch®

**Proprietary industrial-strength polymer.**
**Vertically & horizontally adjustable.**
**Quick & easy installation.**

MAGNETIC

REGULAR

PLUS

DELUXE

PRO.SL

## MAGNALatch®

**World's #1 child safety gate latches for over 30 years.**
**Tested to over 2 Million cycles.**

SIDE-PULL LOCKABLE

ALERT VP

SERIES 3 VP

SERIES 3 VP

ALERT TP

SERIES 3 TP

SERIES 3 TP

## Prevent Callbacks Before They Happen!

☎: (800) 716-0888 : ddtech.com ✉: info@ddtechusa.com

LIMITED LIFETIME WARRANTY

*Warranty conditions vary according to gate or door application and usage. See full Warranty details and limitations on D&D Technologies' website.

D&D Technologies®
World's most trusted gate hardware

Copyright © 2020 D&D Technologies®

# Contents

## Cover Story

20 Top of the Chain with Richard Stellabuto, Iron World president

## Industry News

10 Deerbusters 14-Gauge Welded Wire
12 Protecting Your Home with a Security Fence
14 New SureClose® Models
16 LP Elements® New 76 Series and Home Depot Partnership
24 Between the Wires: The Beginning of Barbed WirE Fencing
26 Across the Board: The History of the Fence
34 The Art of the Dig
42 EMX –The Raven Launch
46 The Benefits of Chain Link
52 SureClose® Hydraulic ConcealFit Door
54 Curb Roller Roller Screed
62 Creating a Living Space

## Business Management

30 COVID-19 Impact on Construction Industry
50 Keeping It Simple Boosts Productivity
56 8 Tips for Business Success for Entrepreneurs

## Training

19 FenceTech 2021
36 ACI Certification Classes
38 Ameristar Announces PSG Academy
40 AFA University 2020 November Online Training

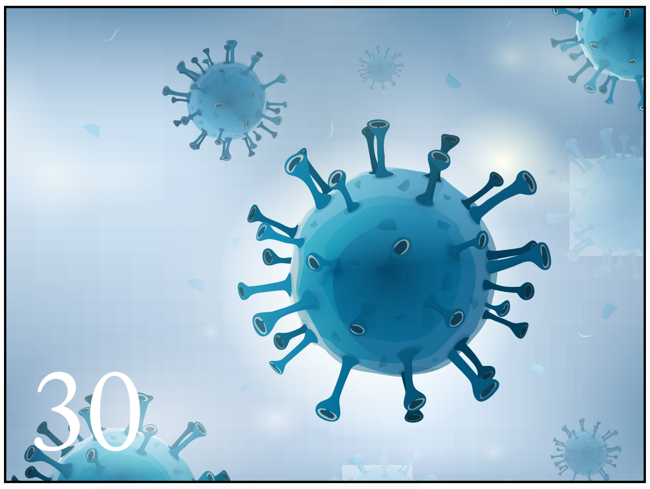
## Editorial

22 Recipe Round Up
29 In Memoriam
47 Predicting the Future of Fencing by Thomas Luby
58 Pronosticand o el Futuro de las Cercas by Thomas Luby

## Employment

61 Classifieds

20
IRON WORLD



# Advertiser Index

Ameristar, 11
Ball Fabrics, 59
BD Loops, 40
Codelocks, 39
Dandy Digger, 42
D&D Technologies, 4-5
DYNA Bignell, 40
Eastern Fence, 32-33
Eagle Fence, 43
Fence Brokers, 44
Gregory Fence, 36
Jerith, 13
Hampden Fence Supply, 48
Homeland, 27
International Gate Devices, 44
Interstate Wholesale Fence, 41
Keener-Dupont Wire, 48
Larsen Innovations, 51
Little Beaver, 19
LP Elements, 23
Locinox , 8-9
Lockey USA, 25
Merchants Metals, 37
National Metal Industries, 63
National Vinyl Products, 45
Nationwide Industries, 3
Nationwide Industries, 64
Pexco, 7
Privacy Link, 57
ProAccess Systems, 29
ProAccess Systems, 56
PULJAK, 49
RediDriver, 44
SECO-LARM, 17
Southwestern Wire, 43
Wheatland, 2
Wood Defender, 49

FENCENEWS USA
VOICE OF THE FENCE PROFESSIONAL

**4845 Ihles Rd., Lake Charles, LA 70605**
**337. 312.0975**

**Publisher: River Road Publishing, LLC**
**Managing Editors: Kristy Armand & Christine Fisher**
**General Manager: Mary Hummon**
**Sales Manager: Katie Stevenson**
**Creative: Shonda Manuel & Barbara VanGossen**

**sales@fencenews.com | fencenews.com**

PUBLISHER'S PROTECTIVE CLAUSE
In consideration of publication of an advertisement, by submitting an advertisement for publication by River Road Publishing, LLC d/b/a "Fences News USA", the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless River Road Publishing, LLC and Healthy Image Marketing, (collectively "Publisher") and their respective managers, its officers, agents and employees against all expenses, including attorney's fees, damages and losses resulting from the publication of the advertisement, including but not limited to claims or suits for libel, violation of the right of privacy, copyright or patent infringement, and use of the product or services advertised, either proper or improper.

All advertisements are accepted and published based on the representation by the agency and advertiser that both are authorized to publish the entire contents of the material provided to the Publisher in the manner selected by the advertiser, be it print or electronic media. Advertisements and product information do not constitute an endorsement nor a position by the Publisher concerning their suitability. The Publisher reserves the right to reject any advertising in "Fence News USA", the Publisher's website or e-newsletter. The Publisher makes every effort to ensure suitable placement of advertising but assumes no responsibility in this regard. All advertisements, including online advertisements, placed in "Fence News USA" must be accompanied by a valid insertion order specifying gross advertising rate, size, color, position and information sufficient for proper identification of the advertisement by the Publisher production personnel. Requested positions are not guaranteed unless stated as a paid position. Contracts for multiple frequency discounts must be in place prior to the first insertion. Publisher will not be bound by any terms and conditions printed on advertising agency or advertiser insertion orders or copy instructions when those rates and conditions conflict with the Publisher's rate card. While Publisher will make every effort to correct inaccurate artwork, the Publisher is not liable for faulty materials provided by the agency or the advertiser. Such advertisements will be billed as run. The Publisher does not guarantee changes or corrections after the closing date. Publisher is not liable for delays in delivery and/or nondelivery of its publications in the event of any conditions beyond the control of the Publisher that may affect production or shipping of "Fence News USA". Advertisers may not include product/service pricing or discount copy in advertisements in the Publisher, electronic media.

SEPARATE YOURSELF FROM THE COMPETITION WITH PDS® FENCE ENHANCEMENTS.
MADE IN USA

PDS® Fence is the brand you've trusted and proven in the field for over 40 years.

Still providing the same great looking, durable, cost effective products you've relied on to add privacy, security and aesthetics to any chain link fence system.

- Fourteen unique chain link enhancement products
- Nine standard colors or customized options
- Easy to clean with high-pressure garden hose
- 25-year limited warranty

With East and West Coast manufacturing facilities, to ensure the quickest service and highest quality products. PDS® Fence from Pexco. **Beware of imitations.**

Visit www.pexco.com/fence to learn more, or email us at fence.sales@pexco.com.

PDS® FENCE PRODUCTS
*PDS® is a registered trademark of Pexco.*

Pexco Tacoma
Tacoma, WA
1.800.755.SLAT (7528)

Pexco Athol
Athol, MA
1.800.755.SLAT (7528)

AFA MEMBER

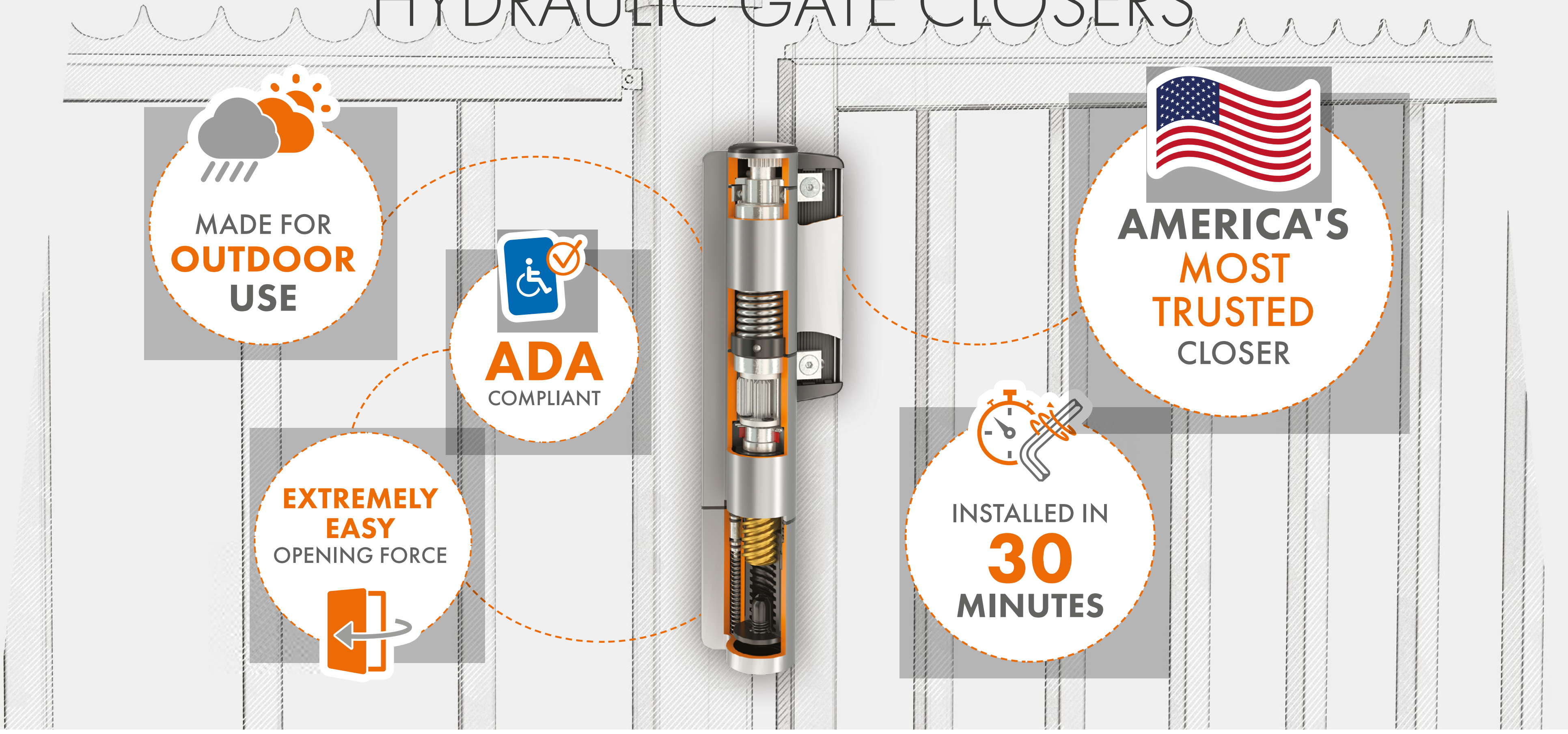
PEXCO®

LOCINOX

Let's make it better together

# SMART SOLUTIONS MAKE BETTER FENCES

## HIGH QUALITY HYDRAULIC GATE CLOSERS



MADE FOR **OUTDOOR USE**

**ADA** COMPLIANT

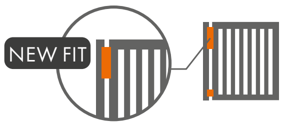
**EXTREMELY EASY** OPENING FORCE

**AMERICA'S MOST TRUSTED** CLOSER

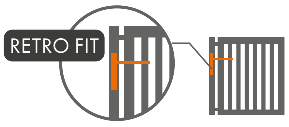
INSTALLED IN **30 MINUTES**

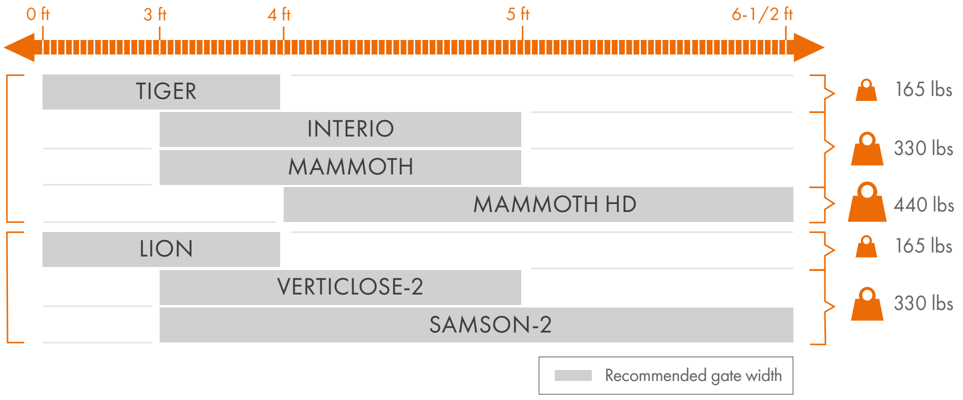
## A GATE CLOSER FOR EVERY GATE

GATE CLOSER & HINGE IN ONE



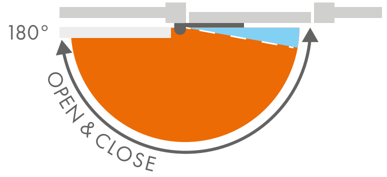
USE WITH EXISTING HINGES



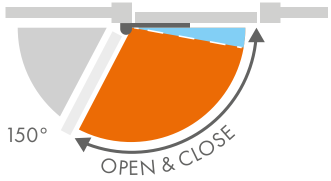


### OPENING ANGLE

ALL LOCINOX GATE CLOSERS



SAMSON GATE CLOSER



Max 150° depending on position of hinge and gate closer

🟧 Self-closing
🟦 Final snap

| FITS CHAIN LINK WITH OPTIONAL BRACKETS | CHAIN LINK |
|---|---|
| MAMMOTH | ✓ |
| TIGER | ✓ |
| SAMSON-2 | ✓ |
| LION | ✓ |

**Install any gate closer in 30 minutes. No gate stop needed!**

# GATE CLOSER & HINGE-IN-ONE

## TIGER

Compact 180° hydraulic gate closer and hinge in one for gates up to 165 lbs

- 180° self-closing hinge with patented hydraulic damping
- Compact design with high quality components
- Weatherproof aluminum housing designed for exterior use
- Patented hydraulic damping - consistent closing speed, regardless of temperature
- For left and right turning gates
- Fast and easy fixation with Quick-Fix bolts
- Installation gap 7/16″ up to 1″ (5/8″ adjustability)
- 3/4″ vertical adjustability
- ADA compliant (< 5 lbs; max 16 Nm) from gate widths of 3ft. or more

4 FT · 165 LBS · 3 YEAR WARRANTY · 500 K CYCLES · -22° +158° · QUICK-FIX · ADA

## MAMMOTH

Heavy duty 180° gate closer and hinge in one for gates up to 330 lbs

- 180° self-closing double bearing hinge with adjustable closing speed and final snap
- Robust yet stylish design with high quality components
- Weatherproof aluminum housing designed for exterior use
- Consistent closing speed thanks to patented hydraulic damping
- ADA compliant (< 5 lbs; max 16 Nm) from gate widths of 3ft. or more
- Vandal and tamper proof
- For left and right opening gates
- Fast and easy installation with Quick-Fix
- Installation gap 9/16 min up to 1-3/8″ max (ornamental); 3/4″ adjustability in height

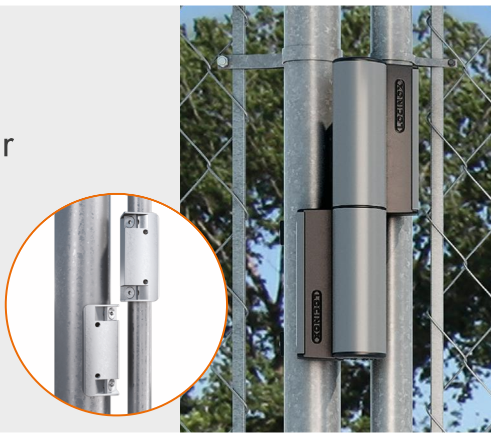
5 FT · 330 LBS · 3 YEAR WARRANTY · 500 K CYCLES · -22° +158° · QUICK-FIX · ADA

# FULLY CHAIN LINK COMPATIBLE

## CLB-TIGER

Chain link bracket for Tiger gate closer

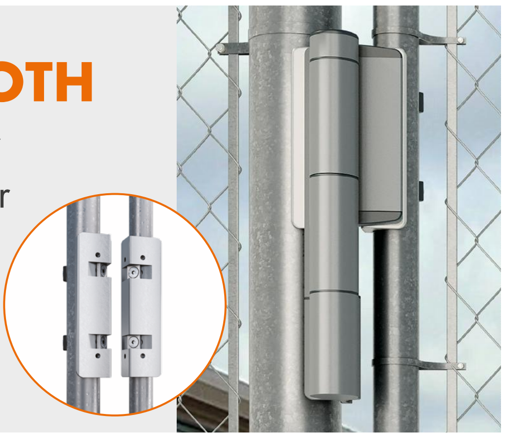
CHAIN LINK



## CLB-MAMMOTH

Chain link bracket for Mammoth gate closer

CHAIN LINK



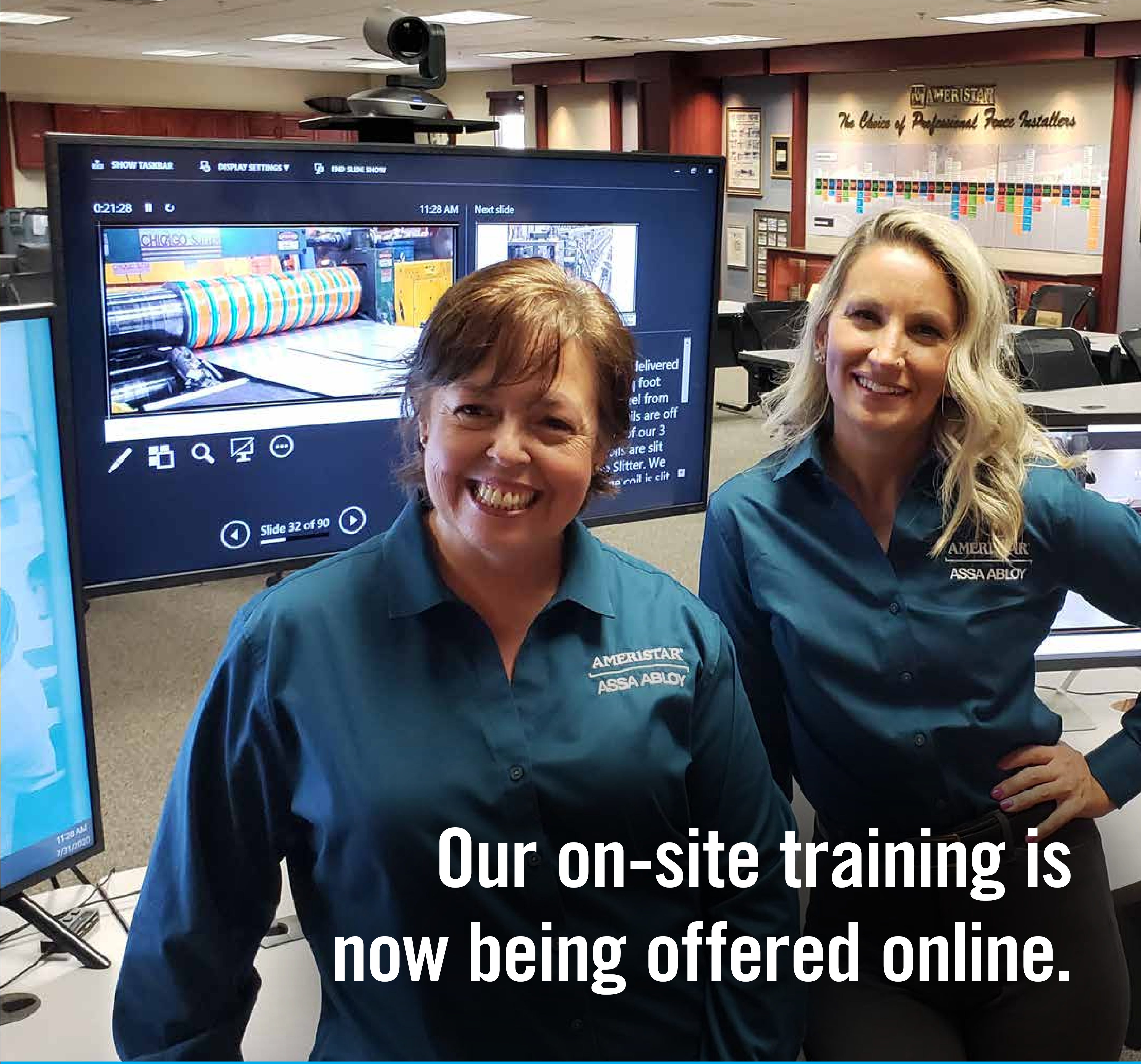
# New 14-Gauge Welded Wire Fencing Available on Deerbusters.com

Deerbusters is pleased to announce the expansion of the 14-gauge welded wire fence rolls collection to include 5′ x 100′ fence mesh rolls with 2″ x 2″ mesh openings and 7′ x 100′ fence mesh rolls with 2″ x 3″ mesh openings.

Welded Wire Fence is one of Deerbusters.com's bestselling types of metal deer fence. This metal landscape fence is recommended for those with deer pressure and chewing pests for a garden, residential property or commercial land. It is both aesthetically pleasing, having a look very similar to 'hog panels', and incredibly durable. Welded Fence can also serve as a dig-proof and chew-resistant dog fence for large dogs with high energy. Combining long lasting strength with virtual invisibility, Welded Wire is a great choice for fencing needs. Combining long lasting strength (20-30 years) with virtual invisibility, Welded Wire is a great choice for fencing needs.

Welded Wire Fence begins as a 14-gauge wire fence; then turns to a 12 gauge after PVC-coating. The welded wire fence rolls are available to view on *Deerbusters.com*.

*DeerBusters has been leading the fencing industry for over 35 years with reliable DIY garden fence in plastic and metal fence materials for homes, farms (including hemp farms), forests, colleges, orchards, vineyards, and gardens. Deerbusters Deer Fence is proud to work with wildlife conservation agencies and landscape architects as well as deer farmers who are looking to keep in deer and elk herds with our fencing.*


Our on-site training is now being offered online.

Our training experts have worked hard to make sure classes are just as engaging, personalized, and valuable as in-person trainings. We're here for you, no matter the circumstances.

**Call your Ameristar Team to register today!**

FENCE PRODUCTS

**AMERISTARFENCE.COM | 888-333-3422**

Experience a safer and more open world

AMERISTAR®

ASSA ABLOY

# Protecting Your Home with a Security Fence

*Source: Ackerman Security*

**Many homeowners install a fence around their property without giving much thought to it. The fact is, some fences can actually make you a target for burglars, which is the opposite of what you want.**

So how do you get a good security fence that will actually help protect your home from burglars? In general, you want a fence that:

## DOESN'T PROVIDE A HIDING PLACE

When shopping for a security fence for your backyard, think see-through. You want to be able to see people on the other side of it.

## HARD TO CLIMB OVER

For a fence that's hard to climb over, get one that:

- **Is at least 8 feet tall**. Really, the taller the better here, but most cities and homeowners associations (HOAs) have rules about how high a fence can be. Check with yours before installing.
- **Has few horizontal rails**. Horizontal rails can literally give burglars a leg up when trying to scale your fence.
- **Is spiked or pointed at the top**. You have options here. You can get a fence with a spear top. Or you can install razor wire or anti-climb spikes on the top of a flat-topped fence.

## NOT EASILY BYPASSED

A security fence is no good if a burglar can easily go around it, under it or cut through it. So to make sure that doesn't happen, get a fence that:

- **Is secured into the ground with concrete**. Concrete footings along the whole length of the fence are your best bet here. But that can get expensive. So at least make sure posts are all secured in concrete.
- **Cannot be cut through**. Some common fence types, like chain link, are actually relatively easy to cut through with bolt cutters.
- **Includes secure gates**. A fence is only as secure as its weakest point. So make sure your new security fence also has heavy-duty gates that match the security of the fence panel. You'll also want to padlock the gates.

Those three security requirements are met by these two types of security fences: Metal security fencing and Wire mesh fencing.

## METAL SECURITY FENCES

These fences consist of tall, thin metal rods spaced evenly. They are stylish and low-maintenance.

## WIRE MESH FENCING

Wire mesh fencing is a tightly woven grid of wire. It usually comes in panels that are hung between metal poles.
Wire mesh has some of the benefits of chain link fences, without the cons (easy to cut and climb).

The best option for security is to surround your entire home in a tall security fence but for many homes, that's not realistic or allowed. However, you can still use a small, decorative fence in your front yard to improve your security. The key is to pick a fence that is tall enough to be difficult to get over but not so high as to provide a hiding place for a burglar (or be frowned upon by your HOA).

Even though a short fence won't be impenetrable, it improves your home's security by:

- **Serving as a mental barrier**. To burglars, your home looks more difficult to break into with a fence around it.
- **Making it harder to go unnoticed**. It's easy to walk up to someone's front door nonchalant. It's much more difficult hopping over a fence. Neighbors will likely notice.
- **Eliminating quick getaways**. A burglar wants to be able to easily carry away anything they can grab. A fence around your front yard makes that more difficult.

To be effective, however, the fence should go around the entire front yard. And any gates should be locked. Otherwise, the fence doesn't add any security and is mostly decorative.

Giving careful thought to the goals of your fence will help you choose the best type to provide the security you're looking for.

**Jerith Aero**
*1” x 5/8” Picket | Rounded Edges*

**Jerith Legacy**
*5/8” Picket | Hidden Fasteners*

**Jerith Liberty**
*5/8” Picket | Economical*

**Jerith Industrial**
*1” Picket | Heavy Duty*

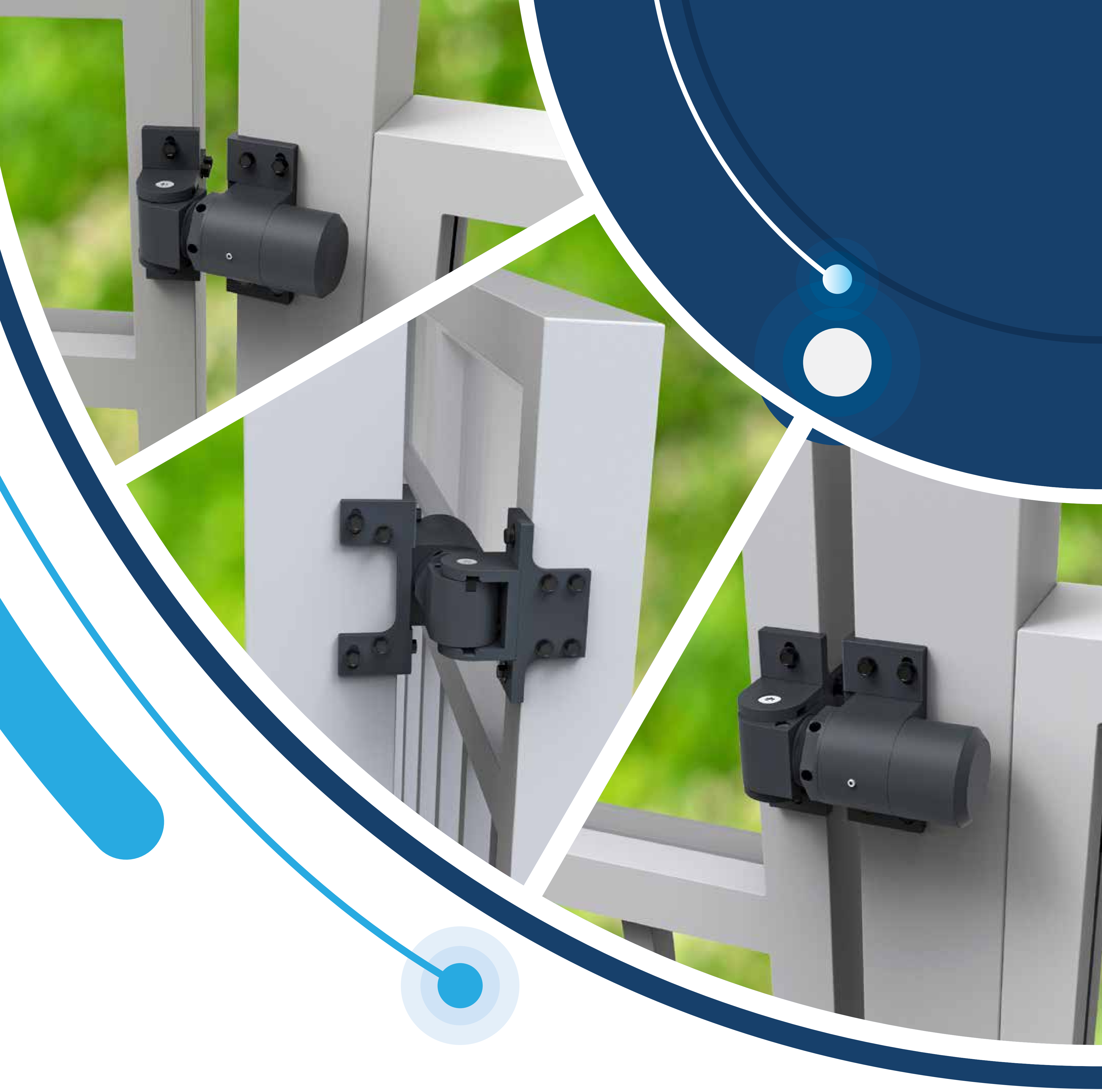
**Jerith Premier**
*3/4” Picket | Residential or Lite Commercial*

# Introducing our new product branding!

All products have distinct names and unique brand colors for faster identification, and the style numbers are now consistent across all product lines. We also provided clearer descriptions of the products, so you can feel confident in your product recommendations for your customers!

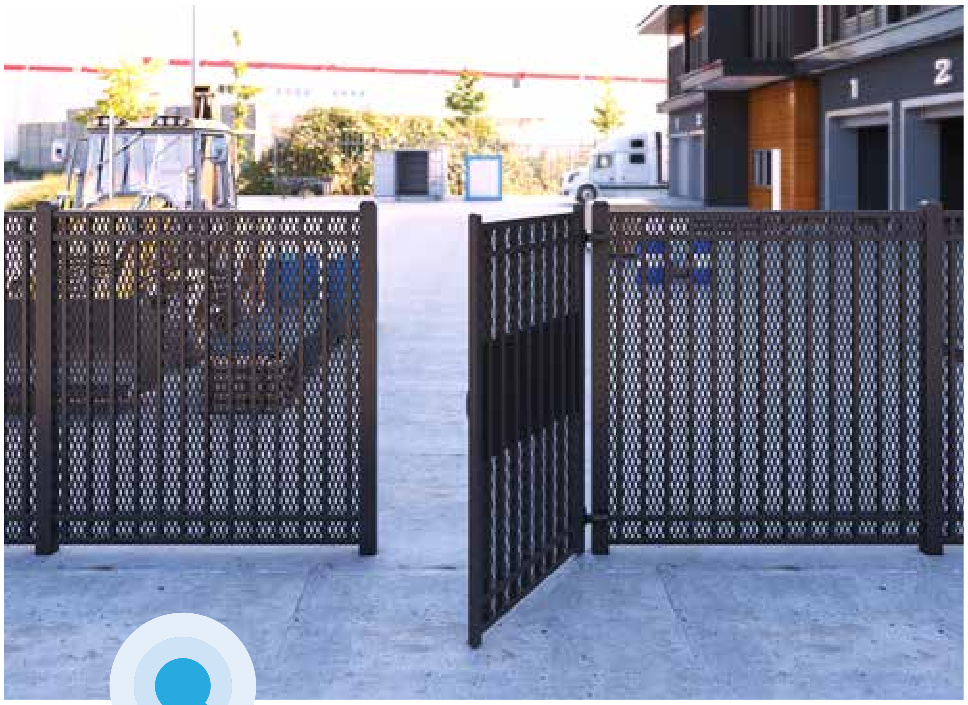
**JERITH.COM** **800-344-2242**

Jerith
ASSA ABLOY



# New SureClose® 180˚ Models From D&D Technologies

## *Opens To And Soft-Closes From A Full 180˚*



D&D Technologies, the world leader in high-performance gate hardware, has added a new powerful hinge-closer option to their SureClose® ReadyFit® line. A patented two-part hydraulic hinge and closer system efficiently self-closes and soft-closes gates up to 180 lb from a complete 180⁰ swing. This allows the user to fully open heavy gates for unobstructed passage. The revolutionary two closer system is designed to maximize the life and performance of the SureClose® 180⁰ by reducing stress and wear on components. The system is priced and sold as a set of two hinge-closers; first closes from 180° to 80°, and the second closes from 100° to -2°. It has been tested to over 500,000 open/close cycles on a 180 lb gate in real-world conditions, and maintains its efficiency and strength in all climates.

An innovative, built-in anti-back slam feature gradually slows opening gate speed after 90°, preventing damage from aggressive openings.

"Our patented two-part closer system for the SureClose 180⁰ ensures low stress on parts and no leaking. That gives installers peace of mind that the SureClose will last, no matter the real-world conditions," says Jim Paterson, D&D's vice president of sales and marketing. "It offers two different installation options—bolt-on and weld-on, which gives the installer flexibility for different applications. The SureClose 180⁰ provides consistently smooth results, and lasts four times longer than any competitor on the market. If you want a serious hinge—not a toy—choose the SureClose 180⁰."

Offered in aluminum or steel and both bolt-on and weld-on versions, the SureClose 180⁰ is ADA-Compliant, installs with anti-tampering hardware and provides vertical and horizontal adjustability as well as adjustable closing/opening force with a precision snap-action latch. The SureClose® 180⁰ is backed by an industry best 5 Year Warranty.

For more information about D&D Technologies' new hardware solutions or other D&D products, visit www.ddtech.com, e-mail *info@ddtechusa.com* or call toll-free at 1-800-716-0888.

*D&D Technologies is the recognized leader in safety and high-performance gate hardware providing the broadest range of gate hardware for every application. D&D Technologies produces over 300 gate hardware products and has 30 years of experience in the gate hardware industry. Products include MagnaLatch® magnetic pool and safety gate latches, TruClose® adjustable, self-closing gate hinges, LokkLatch® gate latches, SureClose® and Shut It industrial hinges. D&D's diversity of products continually sets new standards in design, performance, craftsmanship and innovation–tied together by a top level of quality and service. D&D products are rust free and consistently exceed all relevant safety barrier codes around the world for the residential, commercial and industrial markets.*

# LP Elements® Performance Fencing Announces New 76 Series and Partnership with The Home Depot

*The new product debuts in four finished colors and is available in a primed option at The Home Depot*

**LP Building Solutions, the leader in high-performance building solutions, has expanded its performance fencing offerings with the introduction of LP Elements® Performance Fencing 76 Series. LP Elements fencing is designed to stand up stronger and longer than typical softwood fencing alternatives and is developed to defend against twisting, cracking or warping. The 76 Series of LP Elements fencing enters the market in part through a partnership with The Home Depot in key markets.**

*continued on page 18*

*As one of the biggest innovations in the fencing industry in over 25 years, LP Elements® Performance Fencing brings a durable, aesthetically pleasing privacy fencing option. LP Elements fencing delivers the look of traditional wood but with greater durability and less maintenance than softwood and vinyl. The recently launched 76 Series of pickets is available through a partnership with The Home Depot in key markets. More info is available at LPCorp.com/Fence.com.*

# **ENFORCER**® *Bluetooth*® Access Controllers

4G
LOG IN
08:00 AM
Front Door
Current Device Distance: 6
Settings
Locked
Auto
Range: 20
By logging
You agree to our privacy policy.
Privacy policy, click here.
Version: 1.30

## Visual set up, easy management and control

## Convenient for users

- **No Codes to Remember, No Computer Software, No Cloud, No Subscriptions, No Internet Exposure**
- **App Based Programming & Management**
- **More Than Access – Control Doors, Gates, Lighting, Machinery, etc.**
- **Multiple User Types, Individually Customizable, 1,000 Users**
- **Individually Customizable User Output Modes and Time**
- **Open Door via Keypad, Card*, App**
- **One App - Unlimited Devices**
- **Easy Backup / Restore / Replication**
- **Searchable, Downloadable Audit Trail, 1,000 Events**
- **Authorized User Monitor**
- **Multilingual App Interface - 9 Languages**

*SK-B141-DQ does not include Proximity reader

Download on the App Store

ANDROID APP ON Google play

SL Access™

Brochure Download

®**Mullion Keypad with Proximity Reader**
SK-B241-PQ

9~25 VDC | IP65 | Prox. Reader

1
2
3
4
5
6
7
8
9
0
*
#
ENFORCER

®**Single-Gang Keypad**
SK-B141-DQ

9~25 VDC | IP65

1
2
3
4
5
6
7
8
9
*
0
#
ENFORCER

®**Proximity Reader**
PR-B1124-PQ

9~25 VDC | IP65 | Prox. Reader

**Tel:** (800) 662-0800 **Email:** sales@seco-larm.com
**Fax:** (949) 261-7326 **Website:** www.seco-larm.com

SECO-LARM® ENFORCER® CRIMEBUSTER® CBA® SLI®

**SECO-LARM**®
Manufacturer of **ENFORCER**®

The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by SECO-LARM is under license.
Other trademarks and trade names are those of their respective owners.

*continued from page 16*

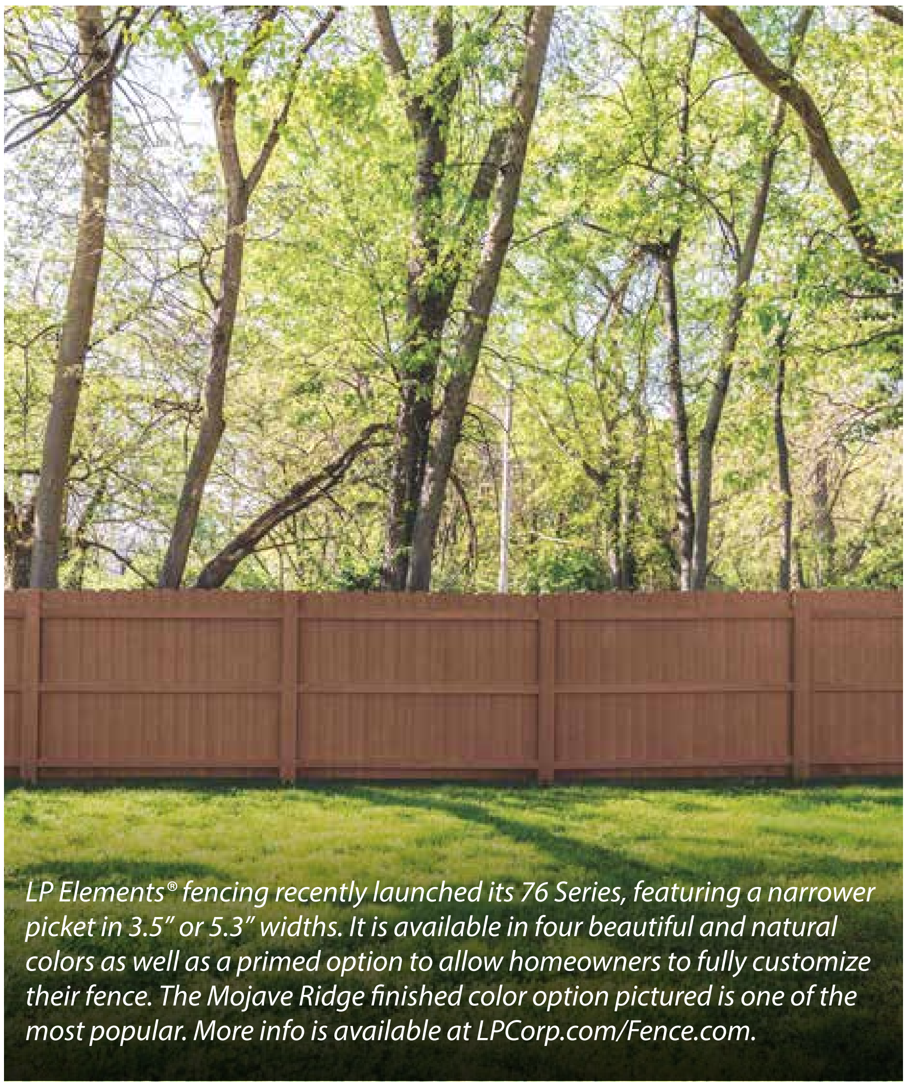
## INTRODUCTION OF LP ELEMENTS PERFORMANCE FENCING: 76 SERIES

The LP Elements 76 Series is available as primed or finished pickets. Finished 76 Series pickets are available in four beautiful and natural colors: Mojave Ridge, Carolina Cedar, Key Largo Surf and Portland Storm. Primed 76 Series pickets come ready to be painted by the installer.

"We value the innovation that an engineered wood option brings to the overall fencing category and are happy to offer more options for fence installers and homeowners alike," said Louie Escobedo, Product Manager, Fencing for LP Building Solutions. "In particular, expanding our portfolio to include primed pickets allows homeowners to select their own paint shade while knowing that they are getting the durability that comes with choosing LP Elements fencing."

Featuring a narrower picket than the 92 Series, the 76 Series of LP Elements Performance Fencing is resistant to impacts from small rocks and other everyday life objects like baseballs up to 50 MPH. Both 76 Series and 92 Series can withstand wind gusts up to 200 MPH. They are engineered to defy termite damage and fungal decay.

The LP Elements pickets are the only engineered wood fencing option on the market. The picket dimensions for LP Elements Performance Fencing 76 Series are 7/16″ x 5.3″ x 71-⅞. Both Series are easy to install, come in consistent dimensions and require no special tools.



*LP Elements® fencing recently launched its 76 Series, featuring a narrower picket in 3.5" or 5.3" widths. It is available in four beautiful and natural colors as well as a primed option to allow homeowners to fully customize their fence. The Mojave Ridge finished color option pictured is one of the most popular. More info is available at LPCorp.com/Fence.com.*

## LP ELEMENTS PERFORMANCE FENCING ANNOUNCES PARTNERSHIP WITH THE HOME DEPOT

Partnering with The Home Depot helps DIY homeowners, fence installers and contractors more easily find fencing by LP. Starting this summer in the Phoenix and Dallas markets, The Home Depot will offer Primed 76 Series pickets that can be painted any color as well as Finished 92 Series pickets in Mojave Ridge.

"We are excited to see LP Elements fencing offered in more areas through our partnership with The Home Depot," said Jenni Galiotto, Business Development Manager, LP Building Solutions. "The Home Depot will be the first retail customer partnership for LP Elements Performance Fencing, and we are excited to bring our fencing products directly to consumers through this partnership."

LP Elements fencing, one of the biggest innovations in the wood fencing industry in over 25 years, launched with the 92 Series in 2019 and continues to push privacy fencing forward with subsequent system extensions.

To learn more, or to find a distributor in your market, visit LPcorp.com/fence or call 1-888-820-0325.

*The Home Depot is the first retail customer partnership for LP Elements® Performance Fencing. Pictured here is the engineered wood privacy fence in the Portland Storm finished color, which can be purchased at select The Home Depot locations or by visiting LPCorp.com/Fence for a distributor in your market.*

*As a leader in high-performance building solutions, Louisiana-Pacific Corporation (LP Building Solutions, NYSE: LPX) manufactures engineered wood building products that meet the demands of builders worldwide. Its extensive offerings include innovative and dependable building products and accessories, such as the LP Structural Solutions portfolio (LP WeatherLogic® Air & Water Barrier, LP Legacy® Premium Sub-Flooring, LP® TechShield® Radiant Barrier, LP® FlameBlock® Fire-Rated Sheathing and more), oriented strand board (OSB), LP® TopNotch® Sub-Flooring, LP® SmartSide® Trim & Siding, LP® Outdoor Building Solutions®, and LP Elements® Performance Fencing. In addition to product solutions, LP provides industry-leading service and warranties. Since its founding in 1973, LP has been Building a Better World™ by helping customers construct beautiful, durable homes. Headquartered in Nashville, Tennessee, LP operates 26 plants across the U.S., Canada, Chile and Brazil. For more information, visit LPCorp.com.*

# FENCETECH 2021

## The widely anticipated *FENCETECH 2021* conference is scheduled for February 24 – 26, 2021 in Nashville, TN.

*As we all navigate COVID-19, more information will be given for this particular conference as we move forward.*

*AFA members have access to virtual chapter meetings, educational webinars and much more, thanks to AFA's online opportunities.*

*Keep up-to-date on all AFA happenings by visiting **AmericanFenceaAssociation.com/calendar**.*

LITTLE BEAVER
BIG POTENTIAL
LITTLE BEAVER

Fence installation professionals demand rugged earth drills they can rely on. Cut costs, reduce labor and drill clean holes – *FAST* – with Little Beaver. A **patented torque tube** eliminates kickback for **simple one-man drilling**. And for added safety, all models feature a **centrifugal clutch** that slips and stops the auger if you strike a buried object.

**See our full line of Mechanical and Hydraulic Earth Drills at littlebeaver.com/fencing.**

LITTLE BEAVER®
EARTH DRILLS & AUGERS
**936-213-6066**
**littlebeaver.com**

# Top of the CHAIN

### *with* Richard Stellabuto

### *Iron World, president*

*Christine Fisher*

One of the regular features in *Fence News* that we're especially excited about is "Top of the Chain", a look inside the successes, projects, and synergy of some of the most successful fence and fence-related companies. We hope this provides you with take-away tips and ideas and helps you get to know the faces behind the company names.

For our inaugural issue, we're proud to feature Richard Stellabuto, president of Iron World. He graciously gave us insight on his vision of how and why his company has grown, as well as some of the projects they've completed.

## HOW DID IRON WORLD BEGIN AND HOW LONG HAS IT BEEN IN OPERATION?

Iron World began in 2003. I originally learned the craft from my father-in-law, Jack Long, who was head of his own company. Jack had been manufacturing chain link, pipe, fittings, gates, iron and color-coated pipe. As I gained experience, I developed my own vision of how to improve the products, the process and extend that business in the community, so I decided to leave and start my own manufacturing business. Ray Shifflett has been with me since day 1 and I could not have done it without him.

I started out constructing a 5,000-square-foot building with help from a friend who had some extra land. I literally started by myself, with nothing, doing jobs day and night. When we first started, I did it all: I had to sell the job, then actually make the job, then sub it out to get our products powder-coated, and then handle the billing and books, too. It was truly sweat equity and a commitment to my vision of this industry.

Today, as I look back, this personal, hands-on experience in every aspect of the company's operation gives me and my team an insight and advantage in delivering better and cost-effective products. When you build something from the ground up, you pretty much know all the angles.

Gillette STADIUM
HOME OF THE NEW ENGLAND PA

## WHAT DO YOU FEEL MAKES YOU UNIQUE?

Iron World is unique in the fact that we are a mass production facility, but also specialize in specific jobs catered towards the customer. Ultimately, this gives us a competitive advantage as we are able to cater to all our customer's needs no matter the job size.

## WHAT ARE YOUR PRIMARY SERVICES AND PRODUCTS?

We specialize in ornamental steel fences, aluminum fences, swing gates and aluminum slide gates. Our products come in all shapes and sizes and special colors for residential, commercial and industrial application: your own back yard, commercial property fences, high security fences, bridges, highways, parks, apartments, cemeteries, stadiums and military facilities. We also specialize in truckloads of polyester pipe and galvanized pipe.

## WHAT ARE SOME OF YOUR MORE WELL-KNOWN PROJECTS?

We have done many high profile, prestigious jobs including the Pentagon with a custom logo cut and welded into the fence, the Naval Base in Norfolk, Virginia, the U.S. Naval Academy in Annapolis, Maryland, ESPN Capital Headquarters, and the NFL New England Patriots' Gillette Football Stadium in Masschusetts.

## WHAT HAS LED TO YOUR SUCCESS?

I believe that our success is due to commitment at every level. We have over 140 employees and I am extremely proud that most of our employees have been with us for 10 plus years. We have hard working, key staff in every division of the company. Our team members truly go the extra mile because they have immense pride in their work.

*continued on page 18*

UNITED STATE
NAVAL ACADEM
FOUNDED 1845
GATE
VISITOR
CENTER

Gillette
STADIUM
HOME OF THE NEW ENGLAND PATRIOTS
ADMINISTRATIVE OFFICES
SECURITY CHECKPOINT AHEAD
INT'L FOREST PRODUCTS/KRAFT GROUP
DELIVERIES

## WHAT IS ONE KEY TO SUCCESS THAT YOU'VE LEARNED?

Hard work prevails. One of my father-in-law's sayings that I agree with is that when you are successful, everyone thinks you are so lucky. They say, "Wow, I wish I could be you", like there was some magic luck involved in building a business from the ground up. He would reply, "Thanks, the earlier I get to work, the later I stay, and the luckier I've gotten." It's hard work that creates success.

## HAS COVID AFFECTED YOUR BUSINESS PRODUCTION? HOW HAVE YOU NAVIGATED THESE UNCERTAIN TIMES?

We have been very fortunate so far through the COVID pandemic in that we were deemed essential. All of our employees came to work and not once did anyone shy away from the job or complain about coming in.

We custom manufacture fencing for all types of high secure areas and that production needed to get done no matter what. We could not leave our customers hanging or without the critical products they needed. Our staff was up for the task, and all of us brought ways to be safer, rather than complain about having to be here. We committed to the safety rules internally and externally, so when we left our facility, we all agreed to stay safe for the good of our company, our families, and our customers.

## HOW DO YOU FEEL YOUR BUSINESS WILL GROW OR CHANGE IN THE NEXT 10 OR 15 YEARS?

Our business has been growing every year from the beginning, and will continue to grow as long as our key people are committed to growing Iron World. In my opinion, it all starts and ends with the staff you surround yourself with. With commitment, the quality of our products and services will continue to outshine others in the industry, and our business will grow.

## WHAT DO YOU ENJOY MOST ABOUT YOUR JOB?

I've enjoyed the people and the friendships I've made along the way, and the combined, focused competitiveness of all of us together working for one goal and in the same direction. We have such great energy as a team.

## WHAT ADVICE WOULD YOU GIVE TO SOMEONE JUST STARTING OUT IN THIS INDUSTRY?

You have to love what you do. If you love it, you will work hard at it no matter what business it is; you simply have to have passion for it. If so, the sky is the limit.

With regard to our industry, one thing the world will always need is fencing and if you are committed to satisfying this need, you will be successful.

For almost 20 years, Iron World has been great. Even though it is incredibly hard work to start, build and improve a business each year, better than the year before, it's been so fun and successful. I am proud that it has given our family and our 140 employees a productive, happy and honest living. It is truly a reflection of loving what we do.

# Recipe Roundup

## BBQ MARINATED CHICKEN BREASTS

FROM SWEETBABYRAY.COM

3 lbs boneless, skinless chicken
8 oz. Sweet Baby Ray's Barbecue Sauce
8 oz. Italian salad dressing
5 oz. red wine vinegar

Combine Sweet Baby Ray's Barbecue Sauce, salad dressing and vinegar.
Blend thoroughly with whisk.
Wash and pat dry chicken.
Season with cracked black pepper, seasoned salt and onion powder.
Place seasoned chicken in marinade coating both sides for at least 2 hours, but can be kept up to 2 days.
Grill 8 minutes on each side, or until the center of the meat is white and the juices run clear.

Serves 4 or more

GOT A FAVORITE RECIPE YOU'D LIKE TO SHARE WITH FENCE NEWS READERS? SEND IT IN TO EDIT@FENCENEWS.COM AND LOOK FOR IT IN AN UPCOMING ISSUE.

## PASTA AND SHRIMP WITH ANDOUILLE SAUSAGE

JUNIOR LEAGUE OF LAKE CHARLES, JLLC.NET

8 oz andouille sausage
1 lb. fresh deveined, peeled shrimp
5 tbs thinly sliced green onions
¾ cup sliced fresh mushrooms
2 tsp minced fresh garlic
¼ cup white wine
2 cups heavy cream
1 ½ tbs Creole mustard
1 tsp Worcestershire sauce
3 tbs (about) freshly grated Parmesan cheese
Salt and pepper to taste
Hot cooked pasta

Cut the sausage into ¼-inch slices and cut the slices in half.
Brown the sausage in a heavy skillet.
Add the shrimp, green onions, mushrooms and garlic and saute until the shrimp turn pink.
Remove the shrimp mixture to a bowl.
Add the wine to the skillet.
Cook until the liquid is reduced by half, scraping any brown bits from the bottom of the pan.
Add the cream and cook until the liquid is reduced by one-third, stirring frequently.
Stir in the Creole mustard, Worcestershire sauce and cheese and season with salt and pepper.
Add the shrimp mixture and cook until heated through, stirring frequently.
Serve over hot cooked pasta.

Serves 4-6

THINK
INSIDE
THE FENCE

## Think Engineered Wood

All LP Elements® Performance Fencing is made with engineered wood to stand stronger and last longer than typical softwood alternatives. Tested to perform in even the harshest of conditions, this durable solution won't twist, crack or warp—making your hard work well worth it. So stop worrying about the weather outside and start thinking inside the fence with LP Elements fencing.

### DURABLE FROM THE INSIDE OUT

- Unique zinc borate treatments
- Industrial-grade adhesive resins
- Water-resistant waxes
- Treated wood strands

LP® Elements®
PERFORMANCE FENCING

**Visit LPCorp.com/Fence to take a look inside.**

⚠ WARNING: Drilling, sawing, sanding or machining wood products can expose you to wood dust, a substance known to the State of California to cause cancer. Avoid inhaling wood dust or use a dust mask or other safeguards for personal protection. For more information go to www.P65Warnings.ca.gov/wood.

© 2020 Louisiana-Pacific Corporation. All rights reserved.
All trademarks are owned by the Louisiana-Pacific Corporation.

Between the Wires

# The Beginning of BARBED WIRE FENCING

Barbed wire fencing was first patented by Joseph Glidden and the design remains virtually unchanged since 1873, with sharp barbs twisted around lengths of wire to keep them in place.

It became massively popular with farmers in the 1870s, helping establish countless settlements in the West, which remained mostly boundless plains of land.

Settlers added barbed wires to help prevent roaming livestock in farmsteads, using it to set up perimeters around newly claimed land. Cheap to buy and maintain and easy to install, barbed wire fencing literally shaped the western part of the United States, reducing the costs of enclosing claimed land. It's said that barbed wire truly tamed the wild west.

# THE **SUMO™** LINE BY LOCKEYUSA

## SURFACE MOUNT GATE HARDWARE

Available Single & Double Sided

**SUMO™ GL2**
Surface Mount Gate Lock with key lockout

**PGL-25**
Perimeter Gate Latch for pet/child gates

**PGL-50**
Perimeter Gate Latch for pool gates

**SGL-SS, SGL-DS**
SUMO™ Gravity Gate Latches

**SSC, SSCHD**
Self-Closing Hinges, Standard & Heavy Duty

888.395.0163
LockeyUSA.com

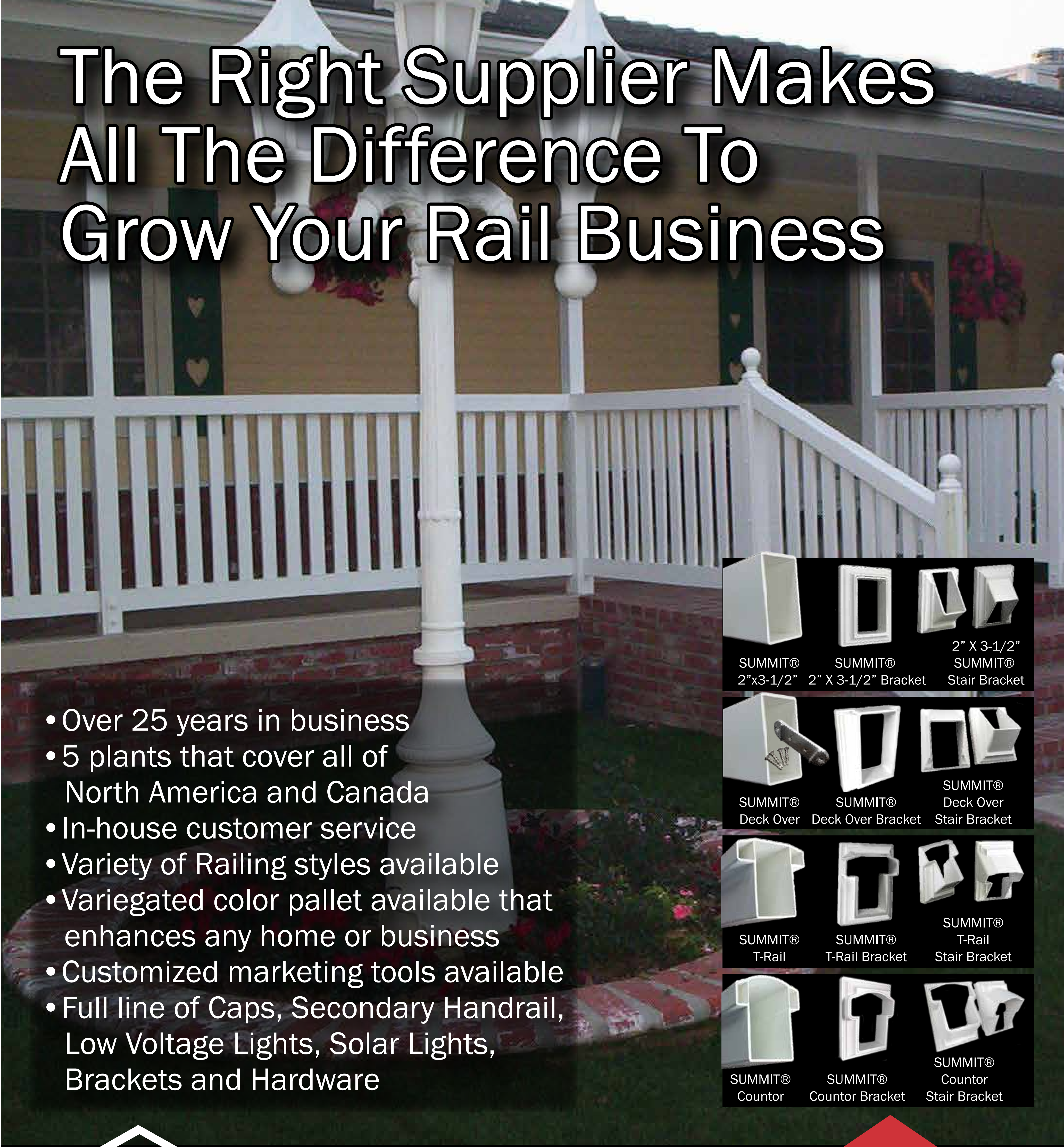
# THE HISTORY OF THE Fence

[ It may seem strange to consider the fence as a defining concept of modern civilization, but its history has structured our world today. We live our lives between the fences, which are an integral part of the landscape, whether used to create a welcoming entrance or to provide a barrier for security. A fence can bring people together or create a dividing line; serve as a meeting place for neighbors or a source of dissension between property owners. ]

> "Good fences make good neighbors."
>
> *—Robert Frost, Mending Wall, London, 1914*

*continued on page 28*

*Buckingham Palace Fence*


SUMMIT®
2"x3-1/2"
SUMMIT®
2" X 3-1/2" Bracket
2" X 3-1/2"
SUMMIT®
Stair Bracket
SUMMIT®
Deck Over
SUMMIT®
Deck Over Bracket
SUMMIT®
Deck Over
Stair Bracket
SUMMIT®
T-Rail
SUMMIT®
T-Rail Bracket
SUMMIT®
T-Rail
Stair Bracket
SUMMIT®
Countor
SUMMIT®
Countor Bracket
SUMMIT®
Countor
Stair Bracket

# The Right Supplier Makes All The Difference To Grow Your Rail Business

- Over 25 years in business
- 5 plants that cover all of North America and Canada
- In-house customer service
- Variety of Railing styles available
- Variegated color pallet available that enhances any home or business
- Customized marketing tools available
- Full line of Caps, Secondary Handrail, Low Voltage Lights, Solar Lights, Brackets and Hardware

HOMELAND®
VINYL PRODUCTS, INC.
ACCU-Shield
**800-999-6813**
info@homelandvinyl.com
*HomelandVinyl.com*

SYSTEM CERTIFICATION
ISO 9001
SGS

WAYMARK®
FENCE AND RAIL ACCESSORIES
**877-652-6118**
sales@waymarkproducts.com
Waymark Products, LLC
*WaymarkProducts.com*

** Homeland Vinyl Products' Tennessee plant is ISO 9001 certified.

Summit® is a registered trademark of Waymark Products LLC

*continued from page 26*

# Significant Fences In History

*Wall of Jericho*

*The Great Wall of China*

*The Dingo Fence in Southern Australia*

*Buckingham Palace Fence*

*Berlin Wall*

*Hadrian's Wall*

A look back at the evolution of fences helps build a better appreciation of their current role in our lives. The very definition of the word provides insight into its history. The word "fence" comes from "fens," which was a Middle English word abbreviated from "defens." The word was synonymous with "defense," and it referred to a means of protection in the archaic form of the word. The Oxford Dictionary defines "fence" as "a structure serving as a barrier, boundary or enclosure, usually made of posts or stakes joined together by boards, wire, or rails. It surrounds, separates, keeps away, it defends."

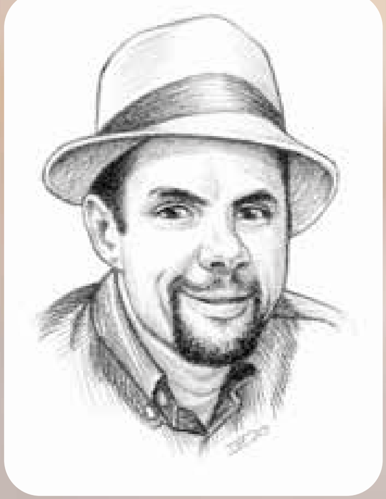
It is impossible to determine the exact origin of fencing, but there is evidence of fences dating back to the earliest of civilizations. Because of the of the often semi-temporary nature of fences and the material they were made of, archaeological evidence of fences can be difficult to identify. Historians credit fences with helping to mark the transition from a nomadic, hunter-gather culture to a civilization based on land ownership and agriculture. Fences originally were originally meant to protect property and used for agricultural purposes to further develop different areas of the world. History teaches us that civilization and agriculture were two of the most important components of the growth of civilization. Agricultural fences would have been a significant technological development. Being able to protect crops and keep animals enclosed in an area would have been important for early economic activity.

Fences helped institutionalize the recognition of private property as a visual declaration of a commitment and responsibility to the land. It's believed the Greeks were the first to use a fence and the Romans followed their practice. The fence was instrumental in these land appropriations and played a part in the domination-securing processes.

As technology improved, fence materials changed over the centuries. In the Bronze Age fences made of solid, durable stone were used. The Anglo Saxons planted hedges to define their property boundaries, which were very beneficial to the ecosystems, including crops, soil and wildlife, that lived and grew inside. In Victorian housing, wrought iron grids were used with detailed organic elements, a fitting look for the age. The Virginia Worm fences which were created by the first American settlers showed ingenious use of natural resources. The sturdy, zigzagging fences were easy and cheap to make, and did not require any posts to be placed. Native Americans in the eastern United States used high stockades to enclose their villages. In the 1880s barbed wire was invented and used by ranchers in the Wild West to keep new settlers from encroaching on their land. The image of the white picket fence remains the epitome of the American dream of home ownership for many today.

Today, fences come in all shapes and sizes with technological advances our ancient ancestors could have never envisioned. Fences continue to perform their original function of defense, but also add structure, connectivity and even beauty to our spaces.

# In Memoriam


*Hunter Kristian Sondberg*

It is always difficult saying goodbye to someone we love and cherish. Family and friends must say goodbye to their beloved **Hunter Kristian Sondberg** of Sunderland, Maryland, born in Middleburg Heights, Ohio, who passed away at the age of 34, on August 8, 2020. You can send your sympathy in the guestbook provided and share it with the family. You may also light a candle in honor of Hunter Kristian Sondberg.

He was predeceased by : his grandparents, Billie Sondberg and C. Joseph Urbaniak. He is survived by : his parents, Michael Chris Sondberg and Jan Sondberg; his wife Kelli Marie Sondberg; his children, Zoë Marie, Kristian Brady and Jaxon Robert Sondberg; his siblings, Jennafer Alyse Sondberg and Tyler Michael Sondberg (Jill Parisi); his grandparents, Chris O'Leary Sondberg, Rosalie King and Jonell Urbaniak; his parents-in-law, Sharon and Ronald Seger; his sisters-in-law, Erin McDermott, Brittani Seger and Kaitlyn Seger; and his nieces and nephews, Taylor York, Cyara McDermott, Baylee McDermott, Talon McColgan and Rae Arnold. He is also survived by loving brother and brother-in-law and was well loved by his cousins, nieces, and nephews.

Visitation was held on Friday, August 14, 2020 at the Jesus the Good Shepherd Catholic Church in Owings, MD with a funeral service following immediately after. In lieu of flowers, a memorial fund for Hunter's children has been set up at Bank of America in Dunkirk.

Bank of America
2995 Plaza Dr., Dunkirk, MD 20754
*Please reference Hunter Sondberg/Children*

OPEN WIDE!

738
WEST GATE

PRO ACCESS SYSTEMS

When a project calls for a large gate turn to Pro Access Systems and Doorking to meet the specifications. With over a 20 years of gate system design and fabrication expertise, Pro Access has been supplying premium quality gates for critical infrastructure security applications including Commercial / Industrial, Energy Distribution, Transportation, Municipal Facilities and Residential Properties. Pro Access Systems specializes in large systems and is a leading single-source provider of integrated gate hardware, access control solutions with experienced technical support.

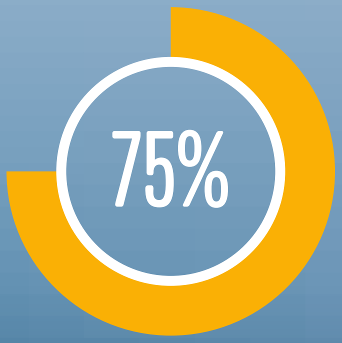
**Pro Access Systems** Atlanta (770) 955-4411 / Charlotte (704) 313-0300 / Chicago (630) 426-0022
Denver (303) 288-1700 / Tampa (813) 881-1200

www.G8Pro.com

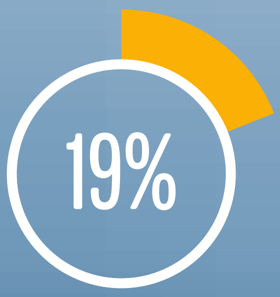
# COVID-19 IMPACT on Construction Industry

*See what a recent survey reveals*

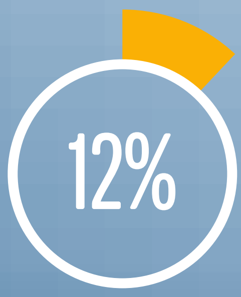
COVID-19 has changed the landscape of our lives and business is no exception. In order to help the construction industry better understand the implications of the virus, Construction Dive conducted a survey of its readers in July of this year regarding the impact on their businesses.



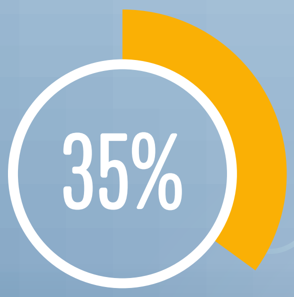
**A combined 75% of readers who responded expect the impacts of COVID-19 to last another year or more.**



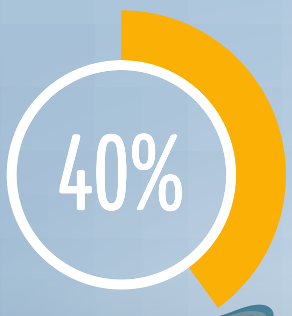
**19% anticipating disruptions for at least another 18 months.**



**Just over 12% of readers expect the crisis to continue for another two years or longer.**



**35% of readers were open to applying for government financial assistance.**



**40% opted to wait and see if they needed the government funding.**

The most common worry readers expressed was about the continued availability of financing and demand for construction projects overall. Another top concern was the ability to maintain staff during the outbreaks or having trouble rehiring them when projects return.

One reader said, "One of the biggest concerns is the long-term impact on high-rise construction projects. As companies adapt to working from home, the realization may come that high rise occupancy is not a viable part of their business plan anymore, which in turn could severely dampen steel erection in major metropolitan areas."

Overall, what weighed most on many respondents' minds was the possibility of "broader economic uncertainty leading to softening demand for construction services," as one reader wrote.

Another issue affecting construction overall during this pandemic is the definition of essential and non-essential workers. In some states, regulators deem construction essential and allow organizations to continue their work while making concessions for procedures like social distancing, mask-wearing and disinfecting tools and commonly touched surfaces.

Other municipalities have placed stricter guidelines on work. In states where construction is nonessential, it becomes difficult or even impossible for businesses to meet deadlines, complete projects, and fulfill contracts.

In states where construction is an essential industry, there is still a challenge of keeping up with demand because of the impact the crisis is having on global supply chains. Even if construction companies can operate, the factories and suppliers that keep them running might have a shortage of employees or even closed their doors.

According to experts, the pandemic could last a while, possibly for another year or two, but it's too soon to know for sure how long restrictions and supply conflicts will affect the construction industry. Consider incorporating a clause in new contracts to directly address the threat of a viral outbreak, and how the company will respond. Open communication and negotiations will help both clients and businesses come to an agreeable solution.

## Coronavirus Prevention continues for the long haul

*Continued social distancing and PPE are the most common precautions readers plan to take to keep workers safe going forward.*

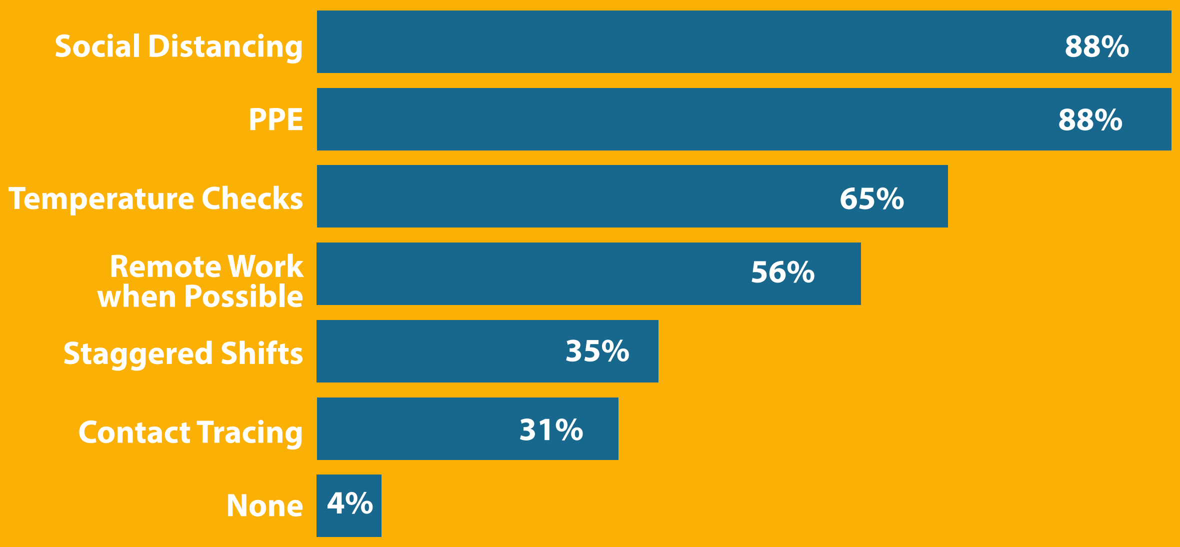


*Chart: Zach Phillips | Construction Dive | Multiple responses permitted • Get the data • Created with Datawrapper*

Eastern Fence®

# ONE STOP

## THE LARGEST WHOLESALE FENCE SU

Illusions® Vinyl Fence

Eastern Ornamental® FENCE & RAILING

EASTERN® WOOD FENCE · STOCKADE · CUSTOM WOOD · TONGUE & GROOVE ·

Eastern CHAIN LINK FENCE

System21™ COLOR CHAIN LINK FENCE

EverStron
PROFILE

# SHOP.

## PPLIER IN THE EAST

Illusions® Vinyl Railing System

GRAND ILLUSIONS VINYL WOODBOND® WOODGRAIN VINYL FENCE

GRAND ILLUSIONS® COLOR SPECTRUM

## VINYL
## ORNAMENTAL
## CHAIN LINK
## WOOD
## RAILING
## SPECIALTY
## TOOLS

### SPECIALIZING IN:
**WHOLESALE PRICING**
**NEXT-DAY DELIVERY**
**JOB-LOT DELIVERY**

Give us a call to find out how we can help make your business run smooth and profits run high.

THE RELIABLE SOURCE
Eastern Fence®
FOR FENCE PRODUCTS

800-339-3362 | www.easternfence.com

Eastern Wholesale Fence LLC ©2020 • All Rights Reserved.

# The Art of the Dig

## Fence Contractor Digs Up a Successful Formula for Completing Jobs

It's all about the first move. On a baseball field, after coaches devise their plans and players report to their position on the diamond, the pitcher makes the first move. That first pitch often determines the direction of the game and sets a tone for the success of the team.

For contractors, the first move is equally important. In the fence building industry, specifically, the first piece of equipment on the jobsite can determine the success of the project.

A good contractor knows the importance of the initial move and understands the significance of the first equipment onsite: augers. Whether it's a commercial or residential project, rocky soil or black dirt, contractors are familiar with the importance of a good auger. Just like that first pitcher, having a reliable auger onsite can set everything off in the right direction. The rest of the team – or the workers on a jobsite – are positively affected.

While augers vary in width, durability, blade and bit options, they all adhere to a very basic design. The options for delivering power to the auger vary a bit more, from small, handle-mounted machines with two-stroke engines to powerful hydraulic systems on compact loaders. Each offers benefits and drawbacks, whether it's power, auger speed, cost or size.

Efficiency and portability are often top priorities for fence contractors, especially considering that time is money and the less time spent digging holes equates to more completed projects.

*Mechanical drills dig nearly twice as fast as a typical hydraulic rig, and are less invasive and disruptive than a skid steer.*

*Little Beaver's mechanical drills can be easily maneuvered between buildings and in other tight spaces.*

## HYDRAULIC OR MECHANICAL DRILLS

Despite being a fundamentally basic task, not all equipment is equally adept at digging holes. Plus, all projects, worksites and soil conditions present their own challenges. One fencing contractor in California is familiar with these challenges.

To complete projects efficiently and keep on track, workers need equipment that can withstand the long, grueling fence-building season. After experimenting with several hydraulic and mechanical drills, the contractor now depends on a skid steer for large commercial projects and Little Beaver's Mechanical Earth drill for everything else. Both run heavy-duty pengo-style augers to ensure dependability, regardless the soil, whether it's black dirt, heavy clay, sand or gravel.

"Fence builders in this region have found great success with our mechanical earth drill," said Mike Hale, Little Beaver sales and marketing manager. "They never worry about the drill having enough power to dig through the rocky soil. Contractors have commented on the power of the Honda motors in the drills and how the power makes the work easier for workers."

While there are hydraulic drills that may handle the clay and shale more gracefully than his mechanical drills, they don't come without compromises, as hydraulic drills tend to be more expensive, heavier and operate at slower speeds. The mechanical drills dig nearly twice as fast as a typical hydraulic rig. And speed is key when you're paid to build fences, not play in the dirt.

Contractors often turn to skid steers for larger commercial projects, but equipment that size can be problematic on residential jobs.

"When a homeowner pays you to build a fence, they expect a beautiful finished product, and that includes a tidy yard," Hale said. "Driving skid steers around can rip the turf and leave marks."

The mechanical drills can be easily maneuvered between buildings and in other tight spaces. They also feature pneumatic tires to eliminate any concerns about turf damage.

## CHOOSING DURABLE EQUIPMENT

During peak season, crews don't have time for repairs. Even the smallest breakdown can set off a chain of delays, back up crews and result in unhappy customers.

"In the middle of the summer, the priority is getting from site to site," the contractor said. "There's no time for repairs."

Luckily, when it comes to his drills, he doesn't lose any sleep. The company keeps five mechanical drills in operation — one for each crew — as well as two backup drills that are ready to go at a moment's notice.

Most drills last a good five to seven years, which is no short lifespan, given the rigors of the job. Routine maintenance is necessary and can further increase the lifespan of equipment.

When work tapers off during the cold winters, this allows the contractor to catch up on repairs. For their earth drills, this means repairing or replacing augers, blades and an occasional clutch or flex shaft — all things that are to be expected considering the abuse the drills endure the rest of the year.

"And when repairs are necessary, they're never much trouble," the contractor said. "We keep spare parts on hand, and Little Beaver always has a fast turnaround when we've had to order more."

Along with his drills' ability to endure wear and tear, he says the main benefit — and big reason he remains loyal — is their ability to reduce wear and tear on his employees.

## MAKING SAFETY A PRIORITY

The area includes all soil types, including rock and hard clay. The rocky soil is not only hard on earth drills, it can also take a toll on operators if they are not protected from the auger's torque.

"Digging with the skid steer, the operator is seated in the cab and protected from kickback," Hale said. "What really sets Little Beaver's mechanical drill apart from others is its torque tube and how it protects the operator."

In the event the auger strikes a rock or drilling becomes difficult, torque from the auger transfers from the drive head to the power supply, bypassing the operator. With most competitive rigs, that torque is absorbed by the operator. If not for the torque tube, he expects his employees would experience more strains and injuries, which can impact overall productivity and result in lost revenue.

"Having safe, user-friendly equipment is key to keeping high-quality workers," Hale said. "A lot of factors affect worker turnover, but we try to combat that by providing the best equipment."

For a business owner unwilling to let the removal of dirt from holes hold him back, it comes as no surprise that the contractor refuses to lose business or long-time employees due to frustrations with hole digging equipment. After all, he's in the business of building fences, and knows the importance of a good starting pitcher.

*Little Beaver has been proudly manufacturing quality, safe and productive drilling equipment for three generations. With a full line of easy-to-operate equipment, along with a complete offering of accessories, including augers, extensions, points and blades, Little Beaver effectively serves the needs of end-users from professional contractors to rental centers. For more information: Little Beaver, 2009 South Houston, Livingston, TX 77351; 800-227-7515; fax 936-327-4025; sales@littlebeaver.com; www.littlebeaver.com; Facebook; LinkedIn; and YouTube.*

# Certify your Expertise with ACI

The Accreditation and Certification Institute provides educational and credentialing services to the fence, deck, rail, automated vehicular gates and access control industries. The purpose of their programs is to advance professionalism, along with consumer awareness and safety education in these industries through certification and accreditation programs.

## CERTIFIED FENCE CONTRACTOR (CFC)

Elevate your career and stand out in your community as a fence industry expert by earning your Certified Fence Contractor (CFC) designation - the new Gold Standard for our industry. It enables anyone in your community to find a quality, professional fence company that has earned the seal of approval from the nation's top industry association.

## CERTIFIED GATE AUTOMATION TECHNICIAN (CGAT)

The premier certification for gate installers. Take the first step to becoming a Master Certified Gate Automation Technician by taking the CGAT exam. This program is a prerequisite to the Master Certification. This credential is for individuals who have the experience, knowledge, safety awareness, professionalism and skills in the installation and servicing of automated gate systems.

## CERTIFIED GATE AUTOMATION DESIGNER (CGAD)

Keeping up with the industry market, the CGAD is the most comprehensive gate designer certification available to our industry. This certification recognizes those in the industry who exemplify an exceptional level of expertise in designing and layout of automated gate systems.

Applications and details for each program are available at ***www.acieducation.org***.

Driven by design.
C-POST
WOOD FENCE SYSTEM

GREGORY
FENCE
gregoryfence.com
4100 13th St. SW, Canton, OH 44710
1-866-GO-CPOST
Gregory Fence is a division of Gregory Industries

Combined with our uniquely redesigned adjustable metal bracket, Gregory Fence's roll-formed C-Post can eliminate many of the complaints and customer callbacks associated with warped, split or rotting wood caused by wind or water damage. With our wood fence system, you get the strength, longevity and durability of steel without sacrificing the beauty of wood.

***The best alternative to wood post***

FedEx Ground

Complete Solutions,
Endless Possibilities.

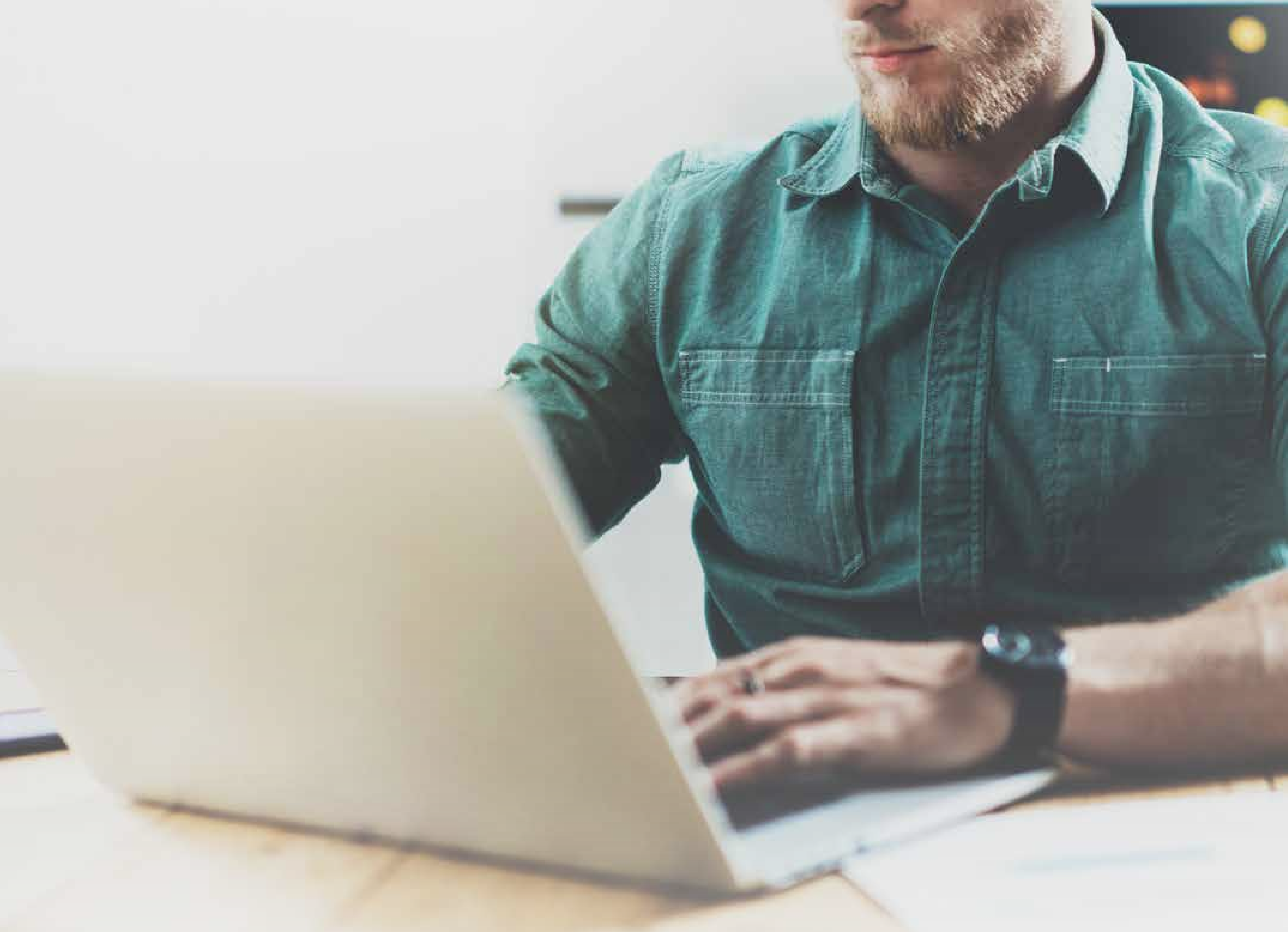
Manufacturing Facility
Service Center
★ Corporate Office

MerchantsMetals®
*the first name in fence solutions*

AFA

CHAIN LINK FENCE MANUFACTURERS INSTITUTE

www.merchantsmetals.com
866.888.5611



# Ameristar Announces PSG Academy

Ameristar Perimeter Security is currently holding on line classes to train contractors and distributors in the features, benefits and application of six of their core product lines. Because these courses are virtual trainings, they are more efficient and convenient, allowing participants from across the nation to enroll and become more knowledgeable in the use of Ameristar products. Part of the Ameristar Perimeter Security Group's goal is to provide educational platforms for the benefit of their customers, essentially increasing the opportunity for customer success and ultimately consumer satisfaction.

Some of the product lines included in Ameristar's on line trainings are Montage, Aegis, Echelon, Impasse II, Wireworks, and Engineered gate systems. "Many of these product lines look similar to the consumer, making it difficult to make the best choice. The more knowledgeable contractors and distributors are, the better service they can offer in proposing the best solution, providing the most secure and safest option for each consumer's application," says Susie Wells, Training & Development Manager at Ameristar Perimeter Security.

For instance, the Montage product line is a welded steel panel, with multiple style options and five grade variations to match applications ranging from residential through commercial and industrial. While the Echelon series is made of aluminum and is tailored for residential and commercial properties that may encounter applications with corrosive environments. Each product line has a variety of great features that add value to any property while also keeping it - and you - safe. Attending these classes will increase your knowledge about what each line has to offer, allowing you to better serve your customers.

The Ameristar PSG Academy will soon feature additional classes for their high security products, so look for those to be announced soon. All PSG Academy classes are 60- to 90- minute sessions and are held weekly. Registration is easy - simply contact your sales representative for information.

CODELOCKS
control + convenience

CODELOCKS.COM

the perfect fit for external gates + fences

Salt spray tested up to 1000 hours*

Over 2000 non-sequential code combinations

Suitable for high traffic environments

Codelocks products include solutions for gate and fence environments with mechanical locks that are marine grade coated and resists exposure to salt spray and moisture, helping to deter damage caused by corrosion. The Codelocks CL500 Marine Grade Mortise Latch locks provide convenience, easy access and adds sophistication to any application with an aesthetically pleasing sleek, black finish.

The locks boast large lever handles, easy code changes and passage free function, perfect for day-to-day use when unrestricted access may be required. Keep an eye out for more Codelocks products and accessory announcements in the coming months.

SIMPLE ACCESS CONTROL

codelocks.us | sales@codelocks.us | +1 714 979 2900

AMERICAS • UNITED KINGDOM • EUROPE • MIDDLE EAST & AFRICA • ASIA PACIFIC

*Tested in-house by Codelocks Ltd. Images shown for illustration purposes only. Actual installations may vary. © 2020 Codelocks Ltd. All rights reserved.

training &
development

# AFA University 2020 Takes Training Online in November

The American Fence Association (AFA) is offering their Sales Training School (STS) and Gate Automation Designer School (GADS) online to encourage safe, remote continuing education for the fence and security industry.

## SALES TRAINING SCHOOL (STS)

**NOVEMBER 3 - 5**

AFA's Sales Training School (STS) is a two-day program that builds on the fundamentals of the buying and selling process. Sales people will learn how to identify sales opportunities, develop effective listening and communication skills, and how to close sales by using product features and benefits.

STS is ideal for individuals in sales positions or individuals that would like to gain a better understanding of the sales process. STS helps to determine, meet, and exceed customers' needs.

Course participants will learn and practice real world consultative selling techniques focused on the following five (5) modules:

- *Fundamentals of Buying and Selling*
- *Positive Openings & Identifying Opportunities and Needs*
- *Probing & Listening*
- *Support Product/Feature/Benefit*
- *Closing the Sale*

**Register by October 26 in order to receive your course package via mail.**

Registration for both schools is open online at ***AmericanFenceAssociation.com/afa-university***. Email ***memberservices@americanfenceassociation.com*** for additional information.

## GATE AUTOMATION DESIGNER SCHOOL (GADS)

**NOVEMBER 17 - 19**

Automated gates are a popular form of convenience and security for homeowners, businesses and property managers throughout the United States. Especially today, with an elevated concern for safety and security, many seek the added protection of limiting access to property while enabling residents, employee and other authorized individuals to easily enter and leave the property without delay.

This school is for individuals who design automated vehicular gate systems for either residential or commercial customers. It is also recommended for sales professionals in the automated gate industry.

Anyone who designs automated vehicular gates is encouraged to attend this two-day school, which covers:

- *UL 325 for automated gate systems*
- *ASTM F2200 and an Introduction to M.U.T.C.D. – Manual on Uniform Traffic Control Devices*
- *Types of Gates*
- *Types of Gate Operators*
- *Introduction to Electrical Wiring*
- *Access Control Devices*
- *Vehicular Detection Systems*
- *Failure Options*
- *High Security Applications*
- *Site Considerations*

At the conclusion of this school, attendees have the optional opportunity to sit for the Certified Gate Automation Designer (CGAD) certification examination administered by the Accreditation & Certification Institute (ACI). This requires a separate registration and fee. This application is available at **www.acieducation.org**.

**Register by November 9 in order to receive your course package via mail.**

Loop Checklist
√3/16" Preformed Saw-Cut Loops
√BD Loop Goop Gray Black
√3/16" Diamond Blade
√E-Z Detector Checker
√BD-Megger
BD-LG Loop Goop
Everything you need for a successful loop installation

Discover loop installation tips and tricks at:

BD Loops.com

The Loop Experts!

BD Loops | 8161 Monroe Ave | Stanton, CA 90680 714-723-0946

GPP66 Picket Pointer Profiles
DOG EAR
ROUND TOP
FRENCH GOTHIC
STOCKADE POINT
GPP66 Picket Pointer

DYNA BIGNELL PRODUCTS LLC
201 W 3rd Street
Clare, Michigan 48617
(989) 418-5050
www.dynabignell.com | dynabignell@gmail.com

Specifications

6"x 6" Capacity

5 H.P. Moto

Air Clamps

High Speed Steel and Carbide Blades available

Makes many different profiles

Custom profiles can be manufactured to suit your needs

INTERSTATE
WHOLE
631-

**WHOLESALE FENCE**
**INTERSTATE**
*Visions*
QUALITY BOUNDARIES... ENDLESS POSSIBILITIES.

# *If You Can Dream It...*
# *We Can Build It.*

We offer Wood, Virgin PVC Fences, PVC Bends, Welded PVC Gates, Ornamental & Chain Link Fences. Superior quality, service, reliability & variety!

Our “In-Stock” Program guarantees our customers a timely delivery. We pride ourselves on our “Custom Order Turnaround Times.”

Throughout the Northeast, preferred fence contractors and distributors turn to Interstate Wholesale Fence for job lot to truckload orders. With convenience and speed, we will personally deliver our high-quality products directly to your yard or job site within our delivery area, using our fleet of trucks and piggyback moffits.

Call today to discover all the advantages Interstate Wholesale Fence has to offer.
631-842-4488 • Toll Free: 1-866-GO-FENCE • www.interstatevisions.com
1084 Sunrise Highway, Amityville, NY, 11701

# EMX Launches New Microwave Motion Sensor–

# THE RAVEN

While some sensors do not know the difference between a vehicle and a person, the EMX RAVEN does.

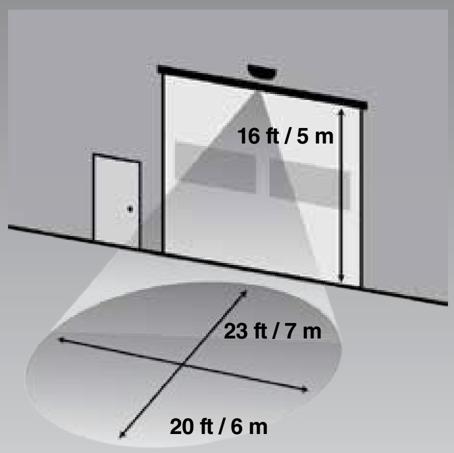
It will reliably distinguish between vehicle and pedestrian movement in an area. The RAVEN is the newest microwave motion sensor from EMX Industries that features two configurable relay outputs for custom entry control.

The RAVEN is universally compatible with overhead doors, vehicle gates/barriers and loading dock applications. The mounting height ranges from 8 feet to 23 feet for flexible installation. The RAVEN can be programmed to approach-only, depart-only or bidirectional movement, which will eliminate unnecessary door openings.

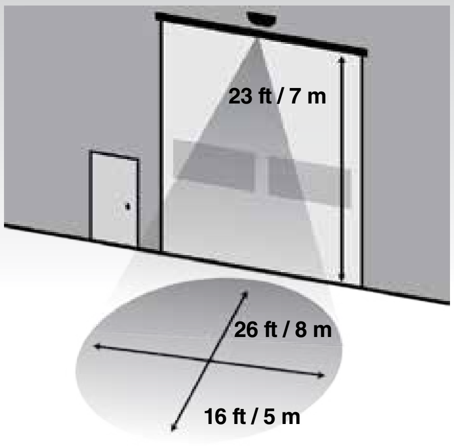
All other user settings – including sensitivity, responsiveness, and relay hold time – are easily adjusted via the remote control.

For more information about the RAVEN, visit *emxaccesscontrolsensors.com* or email *salessupport@emxinc.com*.

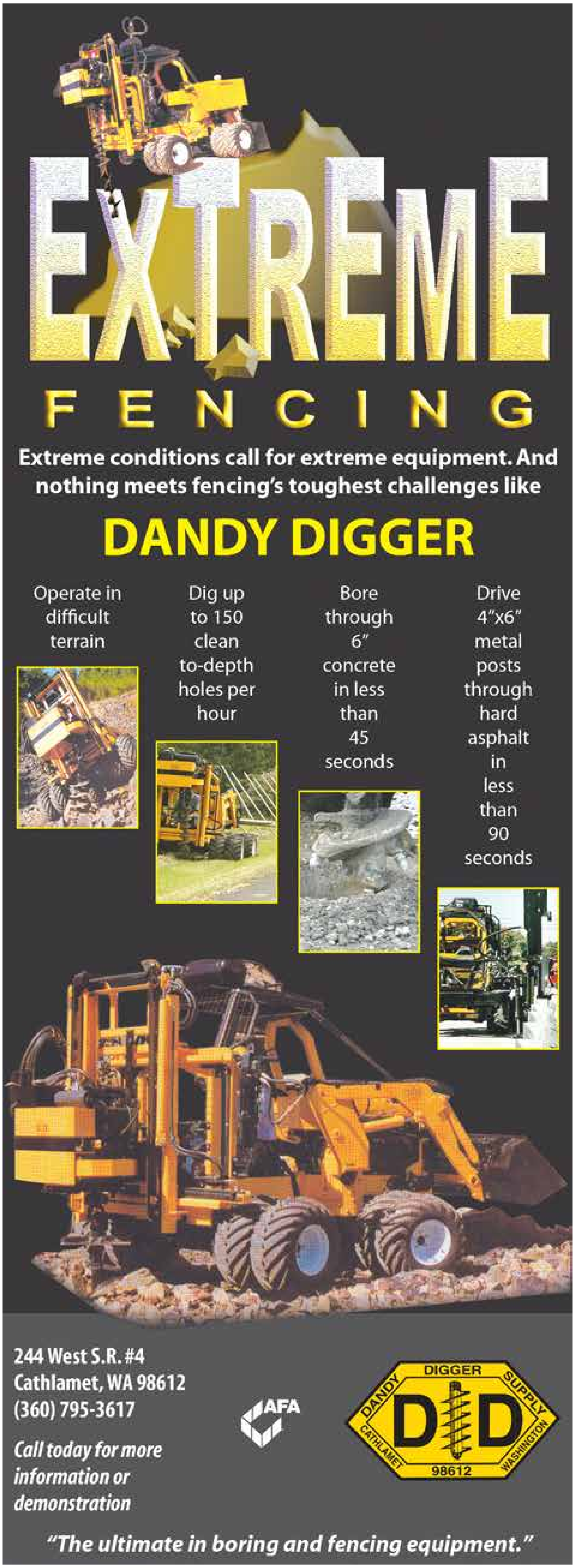
## Detection Area



Detection area at 16 ft / 5 m height and a 45° sensor body angle



Detection area at 23 ft/ 7 m height and a 45° sensor body angle


EXTREME FENCING

Extreme conditions call for extreme equipment. And nothing meets fencing's toughest challenges like

DANDY DIGGER

Operate in difficult terrain

Dig up to 150 clean to-depth holes per hour

Bore through 6″ concrete in less than 45 seconds

Drive 4″x6″ metal posts through hard asphalt in less than 90 seconds

244 West S.R. #4
Cathlamet, WA 98612
(360) 795-3617

*Call today for more information or demonstration*

AFA

DANDY DIGGER SUPPLY D D CATHLAMET 98612 WASHINGTON

*"The ultimate in boring and fencing equipment."*

2b Polyolefin Fused Bonded Chain Link

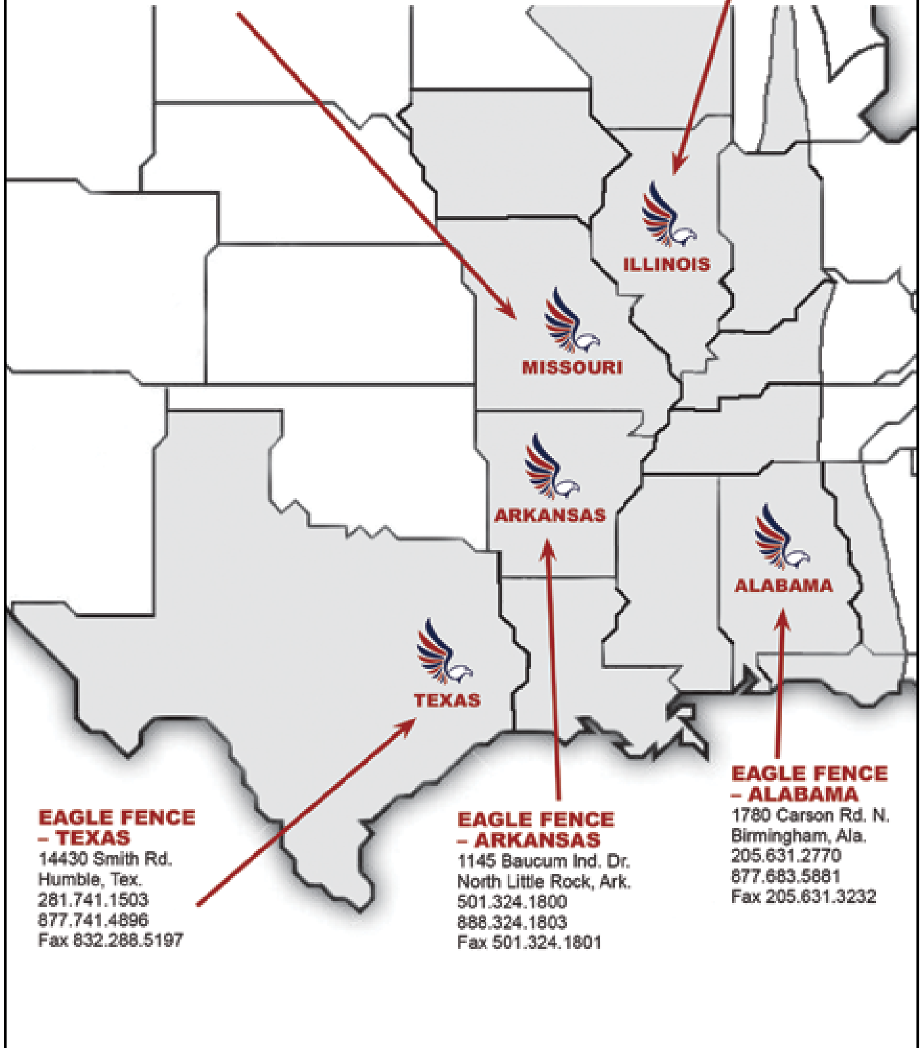
Your Source For Domestic Fence Products

EAGLE FENCE
★ DISTRIBUTING LLC ★

**Serving Fence Contractors Through Our Five Strategically Located Well-Stocked Regional Wholesale Locations!**

**EAGLE FENCE – MISSOURI**
5830 Fee Fee Rd.
Hazelwood, Mo.
314.356.9190
866.880.0147
Fax 314.474.5830

**EAGLE FENCE – ILLINOIS**
3660 W. Washington St.
Gurnee, Ill.
224.610.0956
877.639.1023
Fax 847.672.7350



**EAGLE FENCE – TEXAS**
14430 Smith Rd.
Humble, Tex.
281.741.1503
877.741.4896
Fax 832.288.5197

**EAGLE FENCE – ARKANSAS**
1145 Baucum Ind. Dr.
North Little Rock, Ark.
501.324.1800
888.324.1803
Fax 501.324.1801

**EAGLE FENCE – ALABAMA**
1780 Carson Rd. N.
Birmingham, Ala.
205.631.2770
877.683.5881
Fax 205.631.3232

**Chain Link, Wood, PVC and Ornamental Fencing, Agricultural Products, Access Control, much more**

**www.efdistribution.com**

SOUTHWESTERN WIRE

American Made
American Steel

Southwestern Wire manufactures products with 100% USA recycled steel and tracks materials throughout the manufacturing process from scrap to finished product.

**Featured Products:**
Galvanized Wire Strand
Vinyl Coated Wire Strand
GBW and GAW Chain Link Fabric
Mini Mesh Fabric
Preslatted Chain Link Fabric
Tension Bars, Truss Rods, and Tension Wire

**Manufacturing Locations**

SWW - Norman
3505 N I-35
Norman, OK 73069

SWW - Tulsa
1800 S 81st West Ave
Sand Springs, OK 74127

SWW - Sacramento
4318 Dudley Blvd #475E
McClellan, CA 95652

1.800.348.WIRE

SWWIRE.COM

AMERICA'S BEST

*Gas Powered Post Driver*

COMMERCIAL QUALITY HIGH PERFORMANCE

Build a fence faster and easier than ever before with the RediDriver® gas powered post driver. Here at RediDriver®, we believe in simplicity and performance! We are a second generation fence family that understands the industry and knows the value of saving money and time. We offer simple systems that cover a wide variety of applications.

- Easy One Person Operation
- Always Personalized Customer Service
- Wide Line of Accessories
- Commercial Quality Built to Last
- Over 8 Years Proven Reliability
- 3 Year Warranty with Lifetime on the Hammer

LIMITED LIFETIME WARRANTY

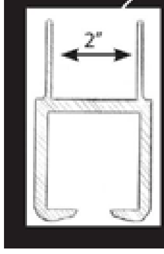
REDIDRIVER®
REVOLUTIONARY GAS POWER

(509) 235-2780
info@redidriver.com
redidriver.com

POWERED by HONDA

IGD International Gate Devices

E/Z SLIDE BOTTOM TRACK™
HEAVY DUTY ALUMINUM TRACK



"It's like the gate is floating on air."
– Orlando, Florida

www.slidegate.net
1-800-557-4283 (GATE)
sales@slidegate.net

HAVE A NEWS RELEASE OR ARTICLE IDEA FOR FENCE NEWS?

Send it into
edit@fencenews.com

WANT TO REACH KEY DECISION MAKERS IN THE FENCING, CONSTRUCTION AND ACCESS CONTROL INDUSTRIES?

Advertise in Fence News!
Email sales@fencenews.com
or call (337) 312-0975.

fencebrokers inc.

THE ONE STOP, WHERE WE GO
The Extra Mile Every Day!

★★★ IN-STOCK ★★★

| | |
|---|---|
| THE **LARGEST** SELECTION OF **ENTRY ESTATE GATES** | **COMMERCIAL** & **RESIDENTIAL** CHAINLINK FITTINGS |
| ALUMINUM **CANTILEVER** SLIDE GATES | **ORNAMENTAL** FITTINGS & ACCESSORIES |
| **TEMPORARY** FENCING | WOOD-GATE **HARDWARE** |

Get immediate access to products and pricing with our **NEW Dealer Portal!**

or call for a quote

**1-800-272-2215** and **501-847-8811**

WE ALSO CARRY A FULL LINE OF **CHAINLINK, WOOD, ORNAMENTAL, PVC,** AND **ACCESS CONTROL** PRODUCTS

WE SHIP NATIONWIDE

25736 INTERSTATE 30 N
BRYANT, AR 72022

AND

207 WEST APPLE BLOSSOM
LOWELL, AR 72745

A WHOLESALE FENCE DISTRIBUTOR
Since 1982

# Fresh colors...new textures...and now we are putting the NATIONAL in National Vinyl Products!

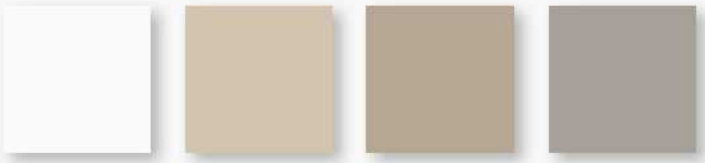
**Manufacturing your vinyl fence materials since 2004**

## Coast-to-Coast Delivery

With our original Utah extrusion plant and now our new 100,000-square-foot plant in Dover, Delaware, we can be even more efficient and quick to respond to your orders!

Nephi, UT
Dover, DE

### STANDARD COLORS



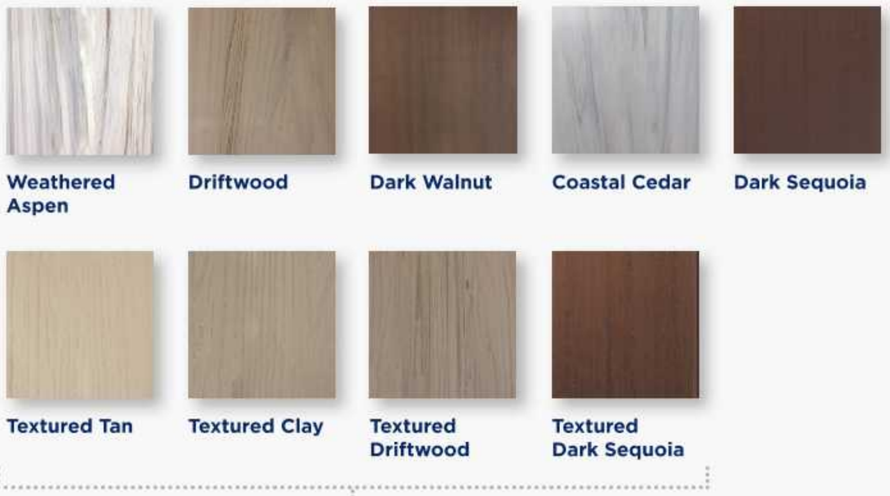
White

Tan

Clay

Slate Gray

### TIMBERLAND SERIES



Weathered Aspen

Driftwood

Dark Walnut

Coastal Cedar

Dark Sequoia

Textured Tan

Textured Clay

Textured Driftwood

Textured Dark Sequoia

TEXTURED TIMBERLAND SERIES

## New Colors and Textures

Our NVP Timberland Series features seven color/texture options with wood-like finishes, providing the beauty of wood, but with the easy care and durability of vinyl.

## Quality Products

We use only the highest-grade materials and resins in our fencing products to last a lifetime—exceeding industry standards.

## Made In The USA

Our fences are warrantied not to peel, rot, blister, rust, flake, corrode or abnormally change colors.

## Lifetime Warranty

Our industry-leading lifetime warranty gives you long-term confidence and is transferable. And this warranty includes ALL colors and ALL textures—including our Timberland series.

## Easy Ordering

Within 24 hours, we process your order, confirm inventory and send your order for processing.

## Quality Service

From the smile on our faces to never-ending communication, our team is here to work for you.

www.nvpfence.com
**Call or Text** 435-623-2750

NATIONAL VINYL
PRODUCTS

# The Benefits of CHAIN LINK

Chain link fencing is one of the most popular applications of fencing for both commercial and residential uses thanks to its affordability, low maintenance, security and high durability.

## AFFORDABILITY

Chain link fencing remains one of the least expensive fencing options. It's especially economical if you plan to cover a large section of land.

## LOW MAINTENANCE

Installation is about all the work a chain link fence requires. Rainfall is usually enough to keep away any cobwebs or debris that could gather in the links, but if needed, a quick spray with a water hose will clear that away.

## SECURITY

In a residential setting, chain link fencing provides a secure place for children and pets to roam without fear of getting beyond the property line; as well as creating a barrier from other pets or strangers. An added gate lock can provide additional protection.

## DURABILITY

The woven design of chain link fencing provides strength and is adaptable to many uses, from sports fields to back yards. The material is galvanized, making it highly resistant to rusting. It is resistant to termites or other small insects, it won't rot and it never needs painting.

Beyond these benefits, it can be customized depending on your needs. By using a thicker mesh fabric, a larger top rail, adding a bottom rail, or installing tension wire of thicker posts, it can be adapted to the owner's needs.

# PREDICTING THE FUTURE OF FENCING

*Thomas Luby*
*Business Consultant and Fence Industry Spokesperson*

What a crazy year. Imagine ten short months ago. It is New Year's Eve 2019 and someone at your New Year's Eve party tells you that 2020 would not bring another boom year as was widely predicted, but would instead bring a worldwide pandemic, the worst social unrest and rioting in fifty years, record high unemployment with a multi-trillion dollar government bailout, and top that off with the strongest hurricane to hit the Louisiana / Texas border ever. Let's face it, you would have told that person they were crazy. Well, it all happened.

And the year is not over yet, we still are facing the most contentiously fought political battle for the White House I can ever remember. I thought Trump vs. Clinton was a tough race, this is probably even harder. But through all of this, most of my clients are having record breaking great years in the fencing industry. How is this possible?

Honestly, the government bailout has helped many fence companies, the PPP loan, and hopefully a forgiveness of that loan, the Economic Opportunity money and the open purse policy of the Small Business Administration has been a life saver for the fence industry in general.

My name is Thomas Luby, business consultant and fence industry spokesperson for the past twenty five years. I had been a contributing editor and columnist for the *World Fence News* for just under twenty years and have been a consultant and an educational speaker for the American Fence Association since the mid nineteen nineties. In other words, I have been around the fence industry for a while now.

I am honored to be asked to write for the new *Fence News USA* and I will be sharing regular monthly articles with *Fence News USA*, as I did for so many years with the *World Fence News*. As before I will welcome any input, comments, questions or concerns from any of our readers. That being said, so what the heck is going on in the fencing world these days?

To best answer that question I looked to my many clients, friends and associates in the fence industry, large and small, and I wanted to share some insight and opinions from across America.

The general consensus from my fence contractor clients is that actually 2020 has been a boom year for residential sales but a bit of a bust for large industrial and commercial projects. Why? Well, my residential contractors are seeing a huge uptick in calls for residential estimates, and I think that is reflected in residual effects of the Covid 19 pandemic.

People are staying home more and the condition of their property is more in focus and apparent. They want to secure and beautify their homes with a heightened sense of priority. Also some homeowners may have received some stimulus money and have a bit more disposable income for home improvements and protecting and beautifying the perimeter of their home is high in the list of to-do's.

As for the bigger industrial and commercial jobs, one of my clients in the Mid West reports some energy sector jobs have been put on hold and/or pushed back to 2021 or even 2022 due to political, economic and social uncertainty and unrest in general. Also throw in the mix tighter restrictions on job sites due to Covid 19 contagion fears and many big jobs are tightening up.

In that venue, some larger installation contractors of over ten million in annual sales are shifting from a 90/10 job mix with 90% of their work traditionally going to industrial and commercial work to more like a 60/40 or even a 50/50 split with residential work taking a big jump as a percent of sales, mainly due to the shift in priorities.

Now here is the rub, in spite of strong demand in residential sales everyone across the board is reporting difficulty in securing raw materials. Vinyl supply is tight and wood prices have skyrocketed, IF you can even find wood or vinyl. Ornamental Iron and aluminum is tight and fittings are getting harder to come by.

Access control and gate operator manufacturers are having a hard time obtaining some components. It appears the only materials that have not yet been in short supply are tubing, chain link and vinyl coated chain link, at least that is what I am hearing from the industry. But who knows how long the chain link and steel pipe supply will last.

I remember well the steel shortages back in 2004 and the turmoil that caused in the fence industry. Contractors were all vying for the same raw materials and there was not enough to go around for everyone.

Turns out the major vendors, and rightfully so, first supported the customers that best supported them in the past. In other words, if you were a fence contractor who shopped every job and choose only the lowest bidder and had little or no support for any particular vendor, you found yourself at the back of the list. The contractors who did support a particular vendor and did not "pinch pennies" as it were, went to the front of the line.

As with your customers, it is all about building good relationships up and down the supply chain. It is the "Golden rule" kind of thing where vendors support best customers first.

Speaking of major vendors, Scott Suh, CEO of Master Halco, a good friend and one of the biggest supplier to the fence industry, had this to say about the state of the industry in response to the Corona virus pandemic,..

"To be frank, it wasn't until mid-March when all of us started taking

*continued on page 48*

*continued from page 47*

COVID-19 seriously. As the daily cases of the virus kept increasing through the end of April, everybody was in uncharted waters and didn't quite know how to react. For Master-Halco, our main priority was the health and safety of our employees and their families. But at the same time, we had a find a way to keep the company functioning without taking unnecessary or short-sighted measures and without compromising our employees' well-being.

For the most part, our employees showed resilience and strong desire to continue to perform their duties at the highest level. After all, we knew that companies like us played a key role in providing safety and security to those in the life-sustaining industries in the public and private sector alike. We rewarded our employees with "appreciation pay" to get through the tough times and came up with various plans to accommodate the needs of our employees on the HR side.

Operationally, we came up with a new protocol in handling our will-call services to minimize direct contact while maintaining or even improving efficiency of how those will-call orders are processed. We restricted air travel 100% through the end of May and even when we loosened the restrictions it was limited to critical business purpose to this day. For the employees at HQs, we implemented work-at-home policy and by utilizing technology, we have been able to maintain productivity and service level to support the branches. Currently, we're studying a long-term HQ work schedule which may include some sort of a permanent rotation program.

On the business front, the consumer demand for fencing products has been surprisingly robust. In some ways, the lockdown due to COVID-19 and restrictions on personal travel in the peak of the family vacation season, have fueled the home remodeling and renovation activities (DIY) as well as the DIFM (Do-It-For-Me) activities. We're seeing tremendous consumer demands for wood, vinyl/PVC and the whole Outdoor Living (decking & railing) segment. This has put a significant strain on the supply side as the manufacturers of these products are forced to streamline their product mix and extend lead times for their customers.

So far so good but the key question is for how long… There are several factors to consider: How soon will we develop the vaccine for COVID-19? How will the result of the upcoming election impact the business climate and more specifically the fence industry, including the potential impact on any trade and import tariffs and public sector projects involving fencing? How will the business/commercial sector cope with the pandemic if the situation is prolonged and what impact will that have on the business spending or any planned capital expenditures? How much longer will the general consumer continue to spend their discretionary income on improving their homes?

Surely, the last few months have been challenging to navigate but it also gave us an opportunity to appreciate how important it is and also how lucky we are as Master-Halco to have employees who are so dedicated and committed. At the end of the day, it always comes back to people and without them, we are nothing. Scott Suh, President & CEO Master-Halco, Inc".

Thank you Scott, we appreciate your insight.

This past August, I visited another client in the Dallas / Fort Worth area, DoorKing of Texas. A wonderful mid-size access control company with two lovely women at the helm, Paula Reese and daughter Emily Matthies. Here is what I found in the Texas market.

Like in other parts of the country, sales calls were very strong and so was their backlog. Seems most of the security and access control portions of the fence industry is red hot these days, and under the current social and economic climate, understandably so.

Earlier in the pandemic DoorKing of Texas reported some spotty shutdowns in production from some suppliers but all was up and running by September. There were some issues with parts coming out of Spain early on, but that problem was quickly resolved. Lead times are still further out than normal, as much as eight to ten weeks in some cases, but things are working their way back to normal.

**KEENER-DUPONT WIRE**

K TIE-WIRES D

Your Fence Tie & Wire Products Headquarters
Made in the USA

*LOOK FOR THE K-D LABEL AT YOUR LOCAL SUPPLIER!*
*"Serving the fence industry for over 45 years"*

**Ask about the KDT Power Twist Tie!**
***US Patent No: 8,266,771 B2***

GATE RODS
ALUMINIZED TIES
ALUMINUM TIES
ALUMINUM HOG RINGS
VINYL TIES
DOMESTIC BARBED WIRE

STEEL HOG RINGS 6 GA. AND UNDER
ALUMINIZED HOG RINGS
STEEL TIES
CUSTOM TIES
VINYL COATED BARBED WIRE

***Now Manufacturing all types of barbed wire***

**TWIST TIES AVAILABLE IN ALL LENGTHS**
**from 42" in 6 ga. down to 11 ga. steel**
Available colors (8 ga. only): Black, Brown & Green
**AND NOW AVAILABLE 9 GA. AND 6 GA. ALUMINUM**

Custom Sizes, Gauges available — Anything you need
7 Gauge Coil Spring • Galvanized • Aluminized • Vinyl
800-749-7181 | sales@keenerdupontwire.com

Providing Quality Hardware to the Industry for 50 Years

**HAMPDEN FENCE SUPPLY, INC.**

**Your First Source for Quality AMERICAN-MADE FENCE PRODUCTS!**

**HDG and Powder Coated Fittings**

- Welded Wire Hardware • Square Bands
- Ties • Drive Anchor Units
- Tension & Brace Bands
- Line Rail & End Rail Clamps
- Aluminum Loop Caps, Post Caps & Rail Ends
- Custom Items Available

UNIVERSAL & INDUSTRIAL DRIVE ANCHOR SHOES AND BLADES

Hot Dipped Galvanized Steel

*Call for a free catalog*

**800.891.2235 • 413.786.4390 • Fax 413.789.3664**
**info@hampdenfence.com • www.hampdenfence.com**
**Our web site can be viewed from your mobile device!**
**Headquartered in Agawam, Massachusetts**

According to Paula and Emily, there is a heightened demand all over the US for hands free access control devices, as well as temperature control cameras for checking and monitoring population flows. No surprise with all that is going on to check the spread of Covid 19 these days.

Thank you to Paula, Emily, Scott, Richard and all my other friends and clients in fencing that helped me put together this column. Let's hope your business is strong, family safe and all is well in your neck of the woods. Stay safe and see you next month.

For comments or suggestions about this article or about topics of concern for future articles, please do not hesitate to contact me at ***tluby@profitbuilder.org*** or at my office in Florida at ***941-981-3677***.

Working hard and putting in long hours running a fencing operation is one thing that most of you are quite familiar with. However, making a substantial profit and sustaining a quality life style with security and peace of mind is something that far too few fencing companies enjoy. Profit Builders International and their Business Partners in the fencing industry would like to help you get there and beyond.

Contained in this revolutionary new "Roadmap to Success" Program from PBI are all of the other things that fencers need to know, the "business stuff" necessary to successfully run your fencing company. Things like how to:

- *Refine management skills*
- *Develop "Functional Organization"*
- *Optimize your profit and expense controls*
- *Increase production and operational efficiencies*
- *Enhance sales & marketing skills w/ increased volumes & profit margins*
- *And finally how to create a "Strategic Business Plan" for you and your company's future*

These are things that are critical to successfully run your fencing company, Make More Money, achieve financial security and ultimately secure your future and piece of mind.

The entire "Roadmap to Success" Program is available on CD, along with "The Close" and "The Roadmap to Success" user manual by contacting Profit Builders International at the phone or address below:

**PROFIT BUILDERS INTERNATIONAL**
3421 10th Lane West
Palmetto, FL 33221
ProfitBuilder.org
Phone: 941-981-3677 cell: 941-807-7666
Fax 941-981-3677

*Spanish version of this article is avaialble on page 58*

**PULJAK 4-Way Fence Tool**

**The hired hand you don't have to fight with!**

Lift, Pull Align and Stretch

Hand-assembled in the USA for over 60 years, each PulJak bears the "Made in the USA" stamp on the workhead.

Versatile enough to be used for Chain Link, Rebar, Heavy Duty Hex, Woven, Welded and Wire Mesh and Galvanized Steel Fences.

**PULJAK Company**
203-500-2520 • sales@puljakusa.com
362 Tryon St., Honedale, Pennslyvania
**PULJAKUSA.COM**

Visit our website for complete details and instructional videos

AMERICAN MADE Matters CHOOSE AMERICAN
KEEP AMERICA STRONG
AFA

**Wood Defender**
FENCE & DECK STAINS

817-477-5060 | WoodDefender.com
Wood Defender
STAIN & SEAL
Wood Defender
Transparent
FENCE STAIN
Wood Defender
Semi-Transparent
FENCE STAIN

# KEEPING IT SIMPLE BOOSTS PRODUCTIVITY

Productivity in the U.S. just took a surprising sharp dip. The third quarter of 2019 saw its biggest decline in almost 4 years. Hours worked rose 2.4% while productivity only rose 2.1%—thus the 0.3% drop.

Productivity is closely tied to employee satisfaction. One way to boost both is by doing less. Yes, less.

Though it may seem odd to do less when what you really want is more, that's the game-winning play. Often less is more—or at least better.

The "Less is more" idea recently grabbed headlines and our attention when organizing expert Marie Kondo became a worldwide sensation converting clutterers with her minimalist KonMari method. It earned her a nod as one of *Time magazine's Most Influential People in the World*. In. The. World. She's the ultimate less-is-more guru, complete with a best-selling book *The Life-Changing Magic of Tidying Up*.

"Less is more" works with home organization, art, architecture and even social media—where Twitter threw down the minimalist gauntlet with its original 140-character limit. It turns out "less is more" also works wonders in business.

## *KEEPING EMPLOYEES HAPPY BY KEEPING IT SIMPLE*

The key to achieving "less is more" in business is embracing the K.I.S.S. method: "Keep It Short and Simple." Or, the version you've likely heard more often: "Keep it Simple, Stupid," which originated with our friends in the U.S. Navy. According to K.I.S.S., most systems work best if they are kept simple, so unnecessary complexity should be avoided

If you want to turn up the volume on productivity and happiness, it's time to think simpler. Simplicity is a key driver of happiness in the workplace. And happiness is the ultimate why, the most sustainable competitive advantage and the ultimate currency in business. Today's most successful companies prioritize employee happiness to boost employee engagement, loyalty and productivity.

In business, the more you can cut complexity, the more efficient you'll be and the better experiences you'll create. Do away with cumbersome rules, processes and protocols to open up possibility and productivity. Psychologically speaking, simplicity and order inspire focus, awareness, clarity and direction, all of which lead to employee satisfaction and happiness.

The takeaway is simple: Do less to get more. Take a cue for the master:

*Source: Forbes.com*

## FENCE FUNNIES

WHY DID THE COW GO AROUND THE FENCE? TO GET TO THE UDDER SIDE.

LARSEN INNOVATIONS, LLC

Extraordinary solutions.

PupProtect

PupProtect™ add-on Puppy Panel

• Discreet • Safe • Affordable

Patent Pending

"We love the idea of being able to offer a solution to our customers and saving them 40 percent versus the cost of going with the typical puppy picket panels. Great innovation!"
*FL Fence Contractor / 5+ stocking orders*

V-Squared™ Temporary Panels

Nestable design saves on:
• Transportation • Handling • Labor

V2 Panel ENGINEERED STRENGTH

U.S. Patent No. 8,613,130
Canadian Patent No. 2,677,200

"My crew was blown away at how easy they were to transport and install."
*Utah Professional Fence Contractor*

Accura™ Precision Gate Hardware

Better rollers – best value!

Patent Pending

"...we have tried a number of manufacturer's rollers and agree this is definitely the one to go with."
*Iowa Professional Fence Contractor*

www.LarsenInnovations.com • Call today 714-369-8033

811®

CALL 811

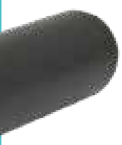
Know what's below.
Call before you dig.

811 is the national call-before-you-dig phone number.

www.Call811.com

# New SureClose® Hydraulic ConcealFit Door and Gate Closer and Hinge Set Provides Clean Look and High Security

D&D Technologies, the world leader in high-performance gate and door hardware, recently introduced its new robust ConcealFit Closer and Hinge Set, the world's only hydraulic concealed closer and hinge set in an all-in-one combination. The new closer and hinge kit is suitable for both interior and exterior applications for both doors and gates.



## DOOR APPLICATIONS

The ConcealFit Door Closer and Hinge set provides concealed, clean openings for an elegant, distinctive and timeless look. ConcealFit includes four positional adjustments: lateral, vertical, depth and inclination to ensure perfect installation, as well as adjustable closing speed, latching speed and backcheck allowing a quiet, custom close with no slamming. The ConcealFit features a UL10C fire rating, is suitable for ADA use and is ideal for hotels, offices buildings, high-end residences and safe rooms, and is applicable for wood, hollow metal and fiberglass doors.

"Invisible hardware makes any flush door look clean, appearance refined, and performance beautiful. With ConcealFit, we pushed the design to the limit by integrating the hydraulic closer to the hinge – a first in the industry – without sacrificing esthetic, functionality and adjustability," says David Calabria, Chief Executive Officer, D&D Technologies. "ConcealFit also provides unparalleled security and quiet operation whether for a door or a gate. We're thrilled to bring ConcealFit to market and see what people will build."

## GATE APPLICATIONS

The ConcealFit Gate Closer and Hinge set delivers unparalleled security with a gate gap as low as 5/64", no exposed parts for use as a climbing foothold and cannot be vandalized. The ConcealFit is suitable for ADA use and the available weld boxes make for easy installation within the gate and post. The gate closer and hinge set is ideal for schools, utilities, businesses and multi-family residential settings.

"The unique all-in-one closing and hinge system in the ConcealFit delivers real-world security and consistent results," says Jim Paterson, D&D's vice president of sales and marketing. "It offers a durable 50-micron hard anodized coating on the components and housing as well as an industry best 5-year warranty. The ConcealFit is ideal for interior and exterior applications where security and strength matter—hotels, offices, safe rooms, hospitals, schools as well as luxury and multi-family residential settings. When security and reliability matter, choose the ConcealFit."

The ConcealFit Closer and Hinge set has been independently tested to over 500,000 open/close cycles, closes heavy duty doors and gates up to 220 lb and can be used on both left and right-handed single swing doors. The ConcealFit Closer and Hinge set includes dress covers and powerful, hidden hydraulics in a tamper resistant, compact design. No other manufacturer offers a hydraulic concealed closer and concealed hinge combination.

For more information about D&D Technologies' new hardware solutions or other D&D products, visit www.ddtech.com, e-mail info@ddtechusa.com or call toll-free at 1-800-716-0888.

*The Batt Screed easily accommodates both small and large jobs, including bike trails, golf cart paths, garage pads, shed floors, grain bin pads and parking lots.*

# Curb Roller Manufacturing Offers the World's First Battery-Powered Roller Screed, the Batt Screed 6000

---

Curb Roller Manufacturing, the world leader in shaped concrete roller screeds, offers the Batt Screed 6000, the industry's first battery-powered roller screed. The lightweight, versatile roller screed operates with no cords, hoses or fumes, offering unparalleled mobility, precision and efficiency to contractors of all sizes.

*The Batt Screed 6000 is a lightweight, versatile roller screed that operates with no cords, hoses or fumes, offering unparalleled mobility, precision and efficiency to contractors of all sizes.*

*The smart and simple design of the Batt Screed 6000 includes an adjustable right- or left-hand speed control, variable speed in both high and low ranges, and a three-position handle that allows for a more ergonomic operation for operators.*

The Batt Screed eliminates the hassle of working around a cord and the added weight of an engine mounted on the screed. The unit gets its power from a removable and rechargeable 60-volt lithium ion DeWalt FLEXVOLT battery. Contractors may be familiar with this line of batteries and their versatile use in smaller or heavy-duty cordless tools like hammer drills or cutoff saws. One fully charged battery is estimated to screed off 1,800-2,500 square feet, depending on the slump and pipe length. By eliminating an auxiliary power source, the Batt Screed 6000 can be operated almost anywhere. Unlike gas, electric and hydraulic roller screeds, the Batt Screed eliminates exhaust fumes, power cords and the need for hydraulic power sources, making it ideal for indoor operation or use in tight spaces.

The Batt Screed easily accommodates jobs from 3 to 22 feet with expandable tube inserts, making it highly versatile. This flexibility makes it ideal for both small and large jobs including bike trails, golf cart paths, garage pads, shed floors, grain bin pads and parking lots.

"Our Curb Roller team is continuously looking to lead the industry with products that make customers more profitable," said Seth Ulmer, Curb Roller Manufacturing sales manager. "We don't design 'me too' products. We provide the tools that contractors want, with the features that allow them to get more jobs done."

The Batt Screed provides a consistently higher-quality finished product than vibrating screeds or screed boards. It eliminates the need for back-breaking work, providing an ideal solution for contractors who want to get more flatwork done in less time — all with a better, flatter finished product.

Because roller screeds spin the concrete into shape versus vibrating the concrete, larger aggregate, and more of it, remains near the surface of the slab, providing increased structural integrity. Conversely, vibrating screeds use vibration to form the concrete which often causes the aggregate to fall to the bottom of the slab, leaving the concrete more open to spalling.

With a lightweight design and a folding handle, the Batt Screed 6000 is easy to operate and transport. The smart and simple design includes an adjustable right- or left-hand speed control, variable speed in both high and low ranges, and a three-position handle that allows for a more ergonomic operation for operators. The multi-position handle gives operators more versatility when it comes to obstacles or limiting factors during a pour. For example, if a contractor is pouring a driveway, they can position the handle outward to allow them to walk outside of the forms.

The Batt Screed design includes a heavy-duty kickstand that enables the operator to leave the screed free-standing during a pour. Other screeds that don't have this feature risk being set in wet concrete or dust, which can be detrimental to the operation of the machine. The kickstand increases the cleanliness and longevity of the unit.

The Batt Screed's kickstand and handle fold and lock away for compact and lightweight transport without removing the battery, reducing the risk of broken parts during transport. The Batt Screed features strong connection points that help prevent unnecessary wear or breakage.

The single pin connection on both ends allows the operator to remove the pipe from the handles in less than 60 seconds. The quick assembly and break down of the Batt Screed enhance productivity enabling contractors to complete more projects each day.

"Time is money on any construction project," Ulmer said. "The faster a contractor can complete the job and get on to the next jobsite, the more profitable they can be. The Batt Screed addresses that challenge and so much more."

The Batt Screed's premier all-steel housing protects the motor and electrical components inside from moisture, concrete and accidental impact, and an access door protects the battery from dirt and debris.

*Curb Roller Manufacturing has been the world leader in shaped concrete roller screeds for more than 10 years. With high-quality products for everyday concrete work, Curb Roller's ergonomic machines not only make it easy to shape standard curb, gutter, and sidewalks, but also flume, v-gutter, swale, and other unique shapes. Their flagship product, the award-winning CRM4000 Curb Roller, opened the door for additional products like the Hydra-Screed and the battery-powered Batt Screed and corded Eel Screed. For more information: Curb Roller Manufacturing, 112 South Main, Fairview, Kan., 66425; 785-467-3132; info@curbroller.com; www.curbroller.com; or on Facebook.*

# 8 TIPS
# FOR BUSINESS SUCCESS FOR ENTREPRENEURS

*Source: Entrepreneur.com*

**Being an entrepreneur means that you'll often blaze your own trail: No career guides, counselors or maps will guide you from one step to the next: You'll have to make it up as you go. Consider these tips for operating a successful business:**

Gates. Hardware. Turnstiles. Controls.

PRO ACCESS SYSTEMS

Pro Access Systems is a leading single-source supplier of integrated access control solutions and expert technical support for perimeter security gates and access control. With over 20 years of gate system design and fabrication expertise, Pro Access has been supplying premium quality aluminum gates, gate hardware and access control products to security and fencing contractors for critical infrastructure security applications including Commercial/Industrial, Energy Distribution, Transportation, Municipal Facilities and Residential Properties.

- SafeGlide® Aluminum Gates
  - SafeGlide® Cantilever Slide Gates
  - SafeGlide® Cantilever Swing Gates
  - SafeGlide® Cantilever Crash Deterrent Gates
  - SafeGlide® Cantilever Custom Gates for unique applications
  - ASTM-1184, ASTMF-2200 and UL325 Compliant Gates
- Gate Hardware
  - Enclosed Track Cantilever Hardware Kits
  - Roller Kits for Cantilever Steel Frame Gates
  - Aluminum and Steel Hinges
  - ASTM-1184, ASTMF-2200 and UL325 Compliant Kits
- Single and Double Turnstiles
  - 3 Year Warranty
  - Galvanized Steel
  - Powder Coated
- Gate Operators
  - Doorking
  - Viking
  - FAAC
  - HySecurity
  - Liftmaster
  - Nortek
  - All-O-Matic
  - AutoGate
- EntryPro™ By Pro Access - Access Control Devices
  - Keypads
  - Maglocks
  - Card Readers
  - Magnetic Cards

www.G8Pro.com

**Pro Access Systems** Atlanta (770) 955-4411 / Charlotte (704) 313-0300 / Chicago (630) 426-0022
Denver (303) 288-1700 / Tampa (813) 881-1200

## 1. KEEP THE BIG VISION IN SIGHT.

A big vision will take you far. It will enable you to steer your way back to a successful course. It may not always be the course you imagined, but your big vision becomes your north star, which in turn helps you navigate and orient yourself through the darkness. Your vision is your foundation, compass and celestial beacon, lighting the way forward.

## 2. FUEL YOUR VISION WITH PERSEVERANCE.

What should go hand-in-hand with a big vision is the perseverance you'll need to keep moving forward.

Sometimes, when things get challenging on your path as an entrepreneur, you have to commit yourself to moving forward, regardless of the discomfort and fear surrounding the next steps. When you fuel your big vision with perseverance, you eventually meet your success.

## 3. MAKE A PLAN, BUT BE FLEXIBLE.

You need a few sets of plans, even if each is only a few pages. A business plan, with an accompanying marketing outline, are important blueprints for success. They help you map out the major landmarks of the road ahead, define your success and break the journey into important metrics you can track your progress against.

## 4. EMBRACE YOUR EXPERTISE.

If you're already innately good at something, or have a skillset, embrace it. Don't try to be all things for all aspects of your business. Hire out or sign contracts with agencies for the things you can't do, and focus on your strengths as quickly and often as possible. Don't be a jack-of-all-trades and a master of none.

## 5. DON'T REINVENT THE WHEEL.

What is already working in other people's business models, in your industry, in software applications and other business operations that you can emulate instead of re-create? Don't waste your time trying to set up systems when you can simply purchase and install one, saving precious time and spending little money.

## 6. DON'T BURN OUT.

This isn't just a stale piece of advice: Your health is literally the most important thing in your life. When your body gives out, you're done. Your heart doesn't care how good a business you have and your circulatory system isn't all that impressed with your money or accomplishments. You will burn out if you sacrifice your physical and mental health on the altar of your business. So, take care of yourself.

## 7. LEVERAGE EVERYTHING.

Life hacks may seem like just viral fodder on the internet, but they can teach an important mini-lesson in leverage. When you use leverage to your advantage in every aspect of your life, you go further, faster. Leverage outsourced help to streamline tasks and gain traffic time for important phone calls. Leverage down time waiting anywhere (the doctor's office, your kid's school, your mechanic's waiting room, your airline flight) to get stuff done.

## 8. KEEP YOUR SENSE OF HUMOR.

If you can't laugh at yourself, you're missing out.

Laughing is a good cure to diffuse stress, infuse some lightheartedness into life and get some perspective on the fact that, hey, this is only life after all -- you don't have to take it so seriously.

So, try to laugh more and stress a little less. It strengthens your emotional and mental well-being, keeps other people from getting under your skin and keeps you cool and collected, plus a lot more fun to be around.

HIT THE MARK
with PrivacyLink®
Chain Link Fence with "Factory Inserted Slats"™.

2" CHAIN LINK FENCE WITH "FACTORY INSERTED SLATS"™

75% approximate privacy

Noodle Link™

Available in 6 styles and 9 slat and wire colors.

3 1/2" x 5" CHAIN LINK FENCE WITH "FACTORY INSERTED SLATS"™

98% approximate privacy

PrivacyLink®

Available in 3 styles and 9 slat and wire colors.

WHY BUY CHAIN LINK FENCE WITH FACTORY INSERTED SLATS?
- Cuts lost revenue and increases profits.
- The slats are already in the wire when you receive your order.
- Easy installation - just stand the fence up, stretch it out and tie it down.

Before you order fencing for your next project, give us a call and see if our quality products wouldn't Hit Your Mark.

PrivacyLink Privacy in Security
1.800.574.1076 • www.eprivacylink.com

# Pronosticando el Futuro de las Cercas

*Thomas Luby*
*Business Consultant and Fence Industry Spokesperson*

¡Qué año más loco! Imagínese hace nueve meses. En la víspera de Año Nuevo de 2019, durante la fiesta de Nochevieja, alguien le dice que el 2020 no traerá prosperidad como se pronosticó ampliamente, sino que traerá una pandemia mundial, además de los peores disturbios sociales en cincuenta años; un récord desempleo con un auxilio gubernamental de varios billones de dólares y, para colmo de males, el huracán más fuerte que ha azotado la frontera entre Luisiana y Texas. Le habrías dicho a esa persona que estaba loca. Bueno, todo pasó.

Para colmo de males, durante los meses de junio y julio, el corazón de la temporada para la mayoría de las empresas de vallas (o cercas), encontrar empleados se había convertido en un desafío para muchos contratistas y fabricantes. Muchos empleados, después de ser suspendidos de sus labores, a mediados de marzo debido a la pandemia y a las políticas de distanciamiento social, no quisieron volver a trabajar porque el Gobierno les estaba pagando demasiado dinero por quedarse en casa. ¡De ninguna manera, todo eso no nos podía pasar en un año!

El 2020 aún no ha terminado y todavía, nos enfrentamos a la batalla política más polémica por la Casa Blanca, que yo pueda recordar. Pensé que Trump contra Clinton fue una carrera difícil, probablemente ésta sea aún más difícil. Pero, a pesar de todo esto, la mayoría de mis clientes están teniendo un gran año en la industria de las cercas. ¿Cómo es ésto posible?

Honestamente, el auxilio del Gobierno ha ayudado a muchas empresas del sector. El préstamo del Payroll protection program (PPP por sus siglas en inglés) y, con suerte, la condonación de ese préstamo; el dinero del programa económico (Economic Opportunity) y, la política de cartera abierta de la Administración de Microempresas (Small Business Administration) fue un salvavidas para la industria de las vallas, en general.

Mi nombre es Thomas Luby, consultor de negocios y portavoz de la industria de cercas durante veinticinco años. He sido editor y columnista contribuyente de World Fence News durante, al menos, veinte años y he sido consultor y orador educativo para la American Fence Association desde mediados de los noventa. En otras palabras, he estado en la industria de las cercas por bastante tiempo.

Me siento honrado de que me pidieran escribir para el nuevo Fence News USA. Compartiré artículos mensuales con esta revista, como lo hice durante tantos años con World Fence News. Como siempre, agradeceré cualquier sugerencia, comentario, pregunta o inquietud de nuestros lectores. Dicho esto, ¿qué diablos está pasando, en estos días, en el mundo de las cercas?

Para responder mejor a esa pregunta, busqué a muchos clientes, amigos y asociados de la industria, grandes y pequeños, y quise compartir algunas ideas y opiniones en todo Estados Unidos.

El concenso general de mis clientes contratistas es que en realidad 2020 ha sido un año próspero para las ventas residenciales, pero un poco fracasado para los grandes proyectos industriales y comerciales. ¿Por qué? Bueno, los contratistas están viendo un gran aumento de llamadas para cotizaciones residenciales y creo que eso es un reflejo de los efectos residuales de la pandemia.

La gente se está quedando más en casa y por lo tanto, la condición de su propiedad se hace más evidente. Las personas tienen ahora la prioridad de proteger y embellecer sus hogares. Además, ciertos propietarios han recibido algún auxilio económico y tienen un poco más de ingresos disponibles para realizar mejoras, proteger y embellecer su hogar. Ésta es ahora, una prioridad en la lista de tareas pendientes.

En cuanto a los trabajos industriales y comerciales a mayor escala, uno de mis clientes en el medio oeste informa que algunos trabajos del sector energético se han suspendido y / o se han retrasado hasta 2021, o incluso 2022, debido a la incertidumbre política, económica y social, además del malestar general. También, hay que agregarle las estrictas restricciones en los sitios de trabajo debido a los temores al contagio y, en muchos trabajos de mayor envergadura la situación es más tensa.

De este modo, algunos de los más grandes contratistas de instalación, con más de diez millones en ventas anuales, están cambiando de 90/10, -con el 90% de su trabajo tradicionalmente destinado al área industrial y comercial y el 10% al residencial- a una división 60/40 o incluso 50/50, donde el trabajo residencial ha dado un gran salto en el porcentaje de ventas, debido al cambio de prioridades.

Ahora, aquí está el problema, a pesar de la fuerte demanda en las ventas residenciales, todos en general están reportando dificultades para obtener materias primas. El suministro de vinilo es limitado y los precios de la madera se han disparado, SI es que se puede encontrar madera o vinilo. El hierro y el aluminio ornamentales son escasos y los accesorios son cada vez más difíciles de conseguir.

Los fabricantes de operadores de puertas y controles de acceso están teniendo dificultades para obtener algunos componentes. Parece que los únicos materiales que aún no han escaseado son los tubos, las cercas de alambre y las cercas de alambre recubierto de vinilo, al menos eso es lo que escucho de la industria. Pero quién sabe cuánto durará el suministro de cercas de alambre y de tubos de acero.

Recuerdo bien la escasez de acero en el año 2004 y la confusión que causó en la industria de las cercas. Todos los contratistas competían por las mismas materias primas y no había suficiente para todos. Resulta que los principales proveedores, y con razón, primero apoyaron a los clientes que los habían apoyado en el pasado. En otras palabras, si usted fue un contratista que compró todos los materiales al mejor postor y no a un abastecedor en particular, se encontraría al final de la lista. Los contratistas que fueron fieles a un proveedor en particular y no "pellizcaron centavos", por así decirlo, estuvieron al frente de la lista.

Al igual que con sus clientes, se trata de construir buenas relaciones en la cadena de suministro. Es la "regla de oro" donde los proveedores favorecen primero a sus mejores clientes.

Hablando de los principales abastecedores, Scott Suh, director ejecutivo de Master Halco, un buen amigo y uno de los mayores proveedores de la manufactura de cercas, dijo lo siguiente sobre la situación de la industria en respuesta a la pandemia del coronavirus:

"Para ser sincero, no fue hasta mediados de marzo cuando todos empezamos a tomarnos el covid-19 en serio. A medida que los casos diarios del virus siguieron aumentando hasta finales de abril, todo el mundo estaba en aguas desconocidas y no sabía muy bien cómo reaccionar. Para Master-Halco, nuestra principal prioridad era la salud y la seguridad de nuestros empleados y sus familias. Pero al mismo tiempo, tuvimos que encontrar una manera de mantener la empresa en funcionamiento sin tomar medidas innecesarias o miopes y sin comprometer el bienestar de nuestros empleados.

En su mayor parte, nuestros empleados demostraron resiliencia y un fuerte deseo de continuar desempeñando sus funciones al más alto nivel. Después de todo, sabíamos que empresas como nosotros desempeñamos un papel clave en la provisión de seguridad y protección a las personas en las industrias de soporte vital en el sector público y privado por igual. Premiamos a nuestros empleados con un "pago de agradecimiento" para superar los tiempos difíciles y elaboramos varios planes para satisfacer las necesidades de nuestros empleados en el área de recursos humanos.

Operacionalmente, creamos un nuevo protocolo en el manejo de nuestros servicios de cpara minimizar el contacto directo mientras se mantiene o incluso se mejora la eficiencia de cómo se procesan esos pedidos Will-Call. Restringimos los viajes aéreos en un 100% hasta fines de mayo e incluso cuando aflojamos las restricciones, hasta el día de hoy se limitó a fines comerciales críticos. Para los empleados de las oficinas centrales, implementamos la política de trabajo desde el hogar y, al utilizar la tecnología, hemos podido mantener la productividad y el nivel de servicio para respaldar las sucursales. Actualmente, estamos estudiando un programa de trabajo de la sede a largo plazo que puede incluir algún tipo de programa de rotación permanente.

En el frente empresarial, la demanda de los consumidores de productos para cercas ha sido sorprendentemente sólida. De alguna manera, el bloqueo debido a covid-19 y las restricciones en los viajes personales en el pico de la temporada de vacaciones familiares, han impulsado las actividades de remodelación y renovación del hogar (bricolaje -hágalo usted-), así como el DIFM (Do-It-For-Me -hágalo por mí-). ocupaciones. Estamos viendo una enorme demanda de los consumidores de madera, vinilo / PVC y todo el segmento de vida al aire libre (terrazas y barandillas). Esto ha ejercido una presión significativa en el lado de la oferta, ya que los fabricantes de estos productos se ven obligados a optimizar su combinación de productos y extender los plazos de entrega para sus clientes.

Hasta ahora todo va bien, pero la pregunta clave es: ¿por cuánto tiempo? Hay varios factores a considerar: ¿Qué tan pronto desarrollaremos la vacuna para covid-19? ¿Cómo afectará el resultado de las próximas elecciones al clima empresarial y, más específicamente, a la industria de las cercas, incluido el impacto potencial en los aranceles comerciales y

*continued on page 60*

**Ball Fabrics**
*Manufacturers of Fence Screen, Netting and Padding*
Toll Free: 866-360-1008 | **ballfabrics.com**

You can **ALWAYS** Depend on the **Ball Fabrics Difference**

Ball Fabrics
THE PACKING DISTRICT
Dr. Phillips
CANNERY

**OUR PLEDGE TO YOU:** We will never use inferior raw materials, take fabrication shortcuts, or offer inferior products from China. Integrity matters. We want to prove it to you, so call now and mention this ad for a **10% DISCOUNT** on your next order, and experience the Ball Fabrics difference today.

**Exceptional customer service.**
A live, friendly, knowledgeable person always answers our phone during business hours. We intentionally work to build personal relationships with our customers. You are not just a number to us.

**Extraordinary quality raw materials and workmanship.**
We build in excellence at every step because what you don't see is as important as what you do see.

**Built-in durability and longevity.**
We think about details other companies ignore. Our windscreens stay on fences better **because 35 years as an industry leader matters**.

*continued from page 59*

de importación y los proyectos del sector público que involucren cercas? ¿Cómo afrontará el sector empresarial / comercial la pandemia si la situación se prolonga y qué impacto tendrá eso en el gasto empresarial o cualquier gasto de capital planificado? ¿Cuánto tiempo más seguirá gastando el consumidor general sus ingresos discrecionales en mejorar sus hogares?

Sin duda, los últimos meses han sido difíciles de navegar, pero también nos brindó la oportunidad de

apreciar lo importante que es y también la suerte que tenemos como Master-Halco de tener empleados tan dedicados y comprometidos. Al final del día, siempre se vuelve a las personas y sin ellas, no somos nada. Scott Suh, presidente y director ejecutivo de Master-Halco, Inc ".

Gracias Scott, agradecemos tu comprensión. Otro importante proveedor de la industria, con quien hablé fue el Sr. Richard Stellabuto, presidente y director ejecutivo de Iron World. Están ubicados en el noreste de EE.UU. Con distribución a nivel nacional.

Tuve el placer de visitar la planta principal de fabricación de Iron World en Maryland el año pasado y quedé bastante impresionado por lo grande y eficiente de su operación.

Tenían tantas cosas en marcha, varias líneas de producción, incluida la producción de tuberías, la producción de paneles de aluminio y acero, la producción de puertas, el revestimiento eléctrico, el almacén, el envío y la recepción, las oficinas corporativas, todo en un solo lugar. Nunca antes vi cómo hacían un tubo de acero a partir de una pieza plana de acero, muy interesante. También tuve el placer de conocer al personal de ventas y realizar una breve sesión de capacitación sobre Value Selling. Gran empresa, un equipo muy profesional.

Esto es lo que aprendí de Richard:

"Somos, seguridad primero desde el punto de vista de la fabricación, pero esto fue diferente con las máscaras faciales, la desinfección de manos, la desinfección y distanciamiento del lugar de trabajo y superficies. Nuestro trabajo de fabricación está orientado al equipo, y tuvimos que adaptarnos y encontrar una forma nueva y segura de colaborar y trabajar juntos para evitar infecciones. Tuvimos que pensar rápido como grupo y se nos ocurrieron excelentes opciones para mantener todo a salvo: cinta roja en las puertas de las oficinas, 6 pies de distancia en todas las reuniones, desinfectantes antibacteriales para rociar los comedores y organizar almuerzos grupales intercalados…

Al principio, covid-19 tenía la sensación del 11 de septiembre donde, simplemente, no sabías lo que iba a suceder. Nuestro personal estaba comprometido a trabajar y a mantenerse seguro, a regresar a casa sin reunirse en tiendas o restaurantes, como una forma proteger a quienes estaban trabajando duro.

Se nos consideraba un negocio esencial en Maryland, debido a que producimos para estaciones de policía, cuerpos de seguridad, hospitales y bases militares. Curiosamente, la pandemia impulsó la necesidad de seguridad en todos los sectores. Con covid-19 y todas las protestas, muchas empresas, comerciales e industriales, se esforzaron por hacer sus propiedades más seguras. En el sector residencial, las personas fueron confinadas en sus hogares y se centraron en proyectos domésticos...

Covid-19 creó muchos obstáculos para numerosas empresas en todo el país, pero no lo usamos como excusa para llevar nuestro producto final al cliente. Al final, perseveramos y superamos los obstáculos que nos arrojó la pandemia…(En Iron World) hemos invertido mucho en cercas de aluminio, cercas de acero, puertas; inventario de tubos de polietileno e inventario de tubos galvanizados para asegurarnos de que tenemos los materiales y la capacidad para mantener el flujo de pedidos de nuestros clientes.

En el 2021, veo un futuro brillante para aquellas empresas que han invertido en inventario, producción y marketing durante esta pandemia.

Para las empresas que han realizado las inversiones adecuadas y se han comercializado adecuadamente, sus empleados verán esta prosperidad transmitida a ellos y a sus familias en forma de seguridad laboral, compensación estable y un lugar de trabajo seguro y productivo.

Queremos agradecer a nuestros excelentes empleados y clientes, y a nuestros colegas de la industria, por mantenerse seguros y saludables ".

Gracias, Richard, por los buenos consejos para el futuro, esto refleja el pensamiento rápido e inteligente que he visto en muchos de los mejores actores de la industria.

El pasado mes de agosto visité a otro cliente en el área de Dallas / Fort Worth, DoorKing of Texas. Una maravillosa empresa de control de acceso, de mediano tamaño, con dos mujeres encantadoras al timón, Patty Reese y su hija Emily Matthies. Esto es lo que encontré en el mercado de Texas.

Como en otras partes del país, las llamadas de ventas fueron muchas y también aumentó su cartera de pedidos. Parece que en la industria de las cercas, la mayoría de las partes de seguridad y control de acceso están al rojo vivo en estos días, y es comprensible debido al actual clima social y económico.

A principios de la pandemia, DoorKing of Texas informó de varios cierres irregulares en la producción de algunos proveedores, pero todo estaba listo y funcionando en septiembre. Al principio, hubo algunos problemas con las piezas que salían de España, pero ese problema se resolvió rápidamente.

Los plazos de entrega aún están lejos de lo normal, hasta de ocho a diez semanas en algunos casos, pero las cosas están volviendo a la normalidad.

Según Paula y Emily, en todo Estados Unidos existe una mayor demanda de dispositivos de acceso de manos libres, así como de cámaras de control de temperatura para verificar y monitorear a la población. No es de extrañar, con todo lo que está sucediendo en estos días con el covid-19.

Gracias Paula y Emily, así como a Scott y a todos mis amigos y clientes quienes me ayudaron a armar esta columna. Esperemos que sus negocios sean fuertes y sus familias estén seguras. Manténganse a salvo y nos vemos el próximo mes.

Para comentarios o sugerencias sobre este artículo o sobre temas de interés para artículos futuros, no dude en ponerse en contacto conmigo en ***tluby@profitbuilder.org*** o en mi oficina en Florida al ***941-981-3677***.

TRABAJAR duro y dedicar muchas horas a una operación de cercado es algo con lo que la mayoría de ustedes está bastante familiarizado. Sin embargo, obtener un beneficio sustancial y mantener un estilo de vida de calidad con seguridad y tranquilidad es algo que muy pocas empresas disfrutan. Profit Builders International y sus socios comerciales en la industria de las cercas desean ayudarlo a llegar allí y más allá.

En este nuevo y revolucionario programa "Hoja de ruta hacia el éxito" de PBI, se encuentran todas las cosas que ustedes necesitan saber, los "temas comerciales" necesarios para administrar con éxito su empresa:

- Perfeccionar las habilidades de gestión.
- Desarrollar una "organización funcional".
- Optimizar sus controles de ganancias y gastos.
- Incrementar la eficiencia operativa y de producción.
- Mejorar las habilidades de ventas y mercadeo con mayores volúmenes y márgenes de beneficio.
- Y, finalmente, crear un "Plan de negocio estratégico" para usted y el futuro de su empresa.

Estos son temas críticos para administrar con éxito su empresa, ganar más dinero, lograr seguridad financiera y, en última instancia, asegurar su futuro y tranquilidad.

El programa completo "Roadmap to Success" está disponible en CD, junto con el manual del usuario "The Close" y "The Roadmap to Success" . Puede contactar Profit Builders International en el teléfono o la dirección a continuación:

**PROFIT BUILDERS INTERNATIONAL**
3421 10th Lane West
Palmetto, FL 33221
www.ProfitBuilder.org
Teléfono: 941-981-3677 celular: 941-807-7666
Fax 941-981-3677

# EMPLOYMENT OPPORTUNITIES

**FENCE FOREMEN** for very busy Fence Company in East Longmeadow, MA Looking for EXPERIENCED FENCE FOREMAN - hard working and motivated individuals to run a 2 - 3-man crew. Driver's license and reliable transportation a must! Apply in person at: GMH Fence Co., 45 Deer Park Dr., East Longmeadow, MA / E-Mail resume to ***info@gmhfence.com***

**FENCE INSTALLERS NEEDED** for very busy Fence Company in East Longmeadow, MA Looking for hard working and motivated individuals - Come join our team. Drivers license and reliable transportation is a MUST! Apply in person at: GMH Fence Co., 45 Deer Park Dr., East Longmeadow, MA / E-Mail resume to ***info@gmhfence.com***

**BUILDERS FENCE COMPANY, INC.**, a 60-year-old manufacturer, importer and full-line wholesale distributor to the fence trade, seeks experienced candidates for various positions at each of its five locations: Tacoma, Sacramento, Los Angeles, Fontana and El Cajon. Send resumes to ***stevef@buildersfence.com***

# CREATING A LIVING SPACE

Chain link fences offer a multitude of benefits for both homeowners and businesses, making it one of the most popular fencing solutions in use today. Beyond its traditional use, chain link fences are an attractive way to enhance a garden's footprint and create a living fence.

**A living fence is the process of adding various plants and flowers around a chain link fence to provide it with a natural covering. Fast growing plants can be planted around the fence. As the plants grow, they use the fence as a stabilizer, growing up and around the links and creating a beautiful addition to any garden. Hanging baskets can also be attached to the fence for a multi-dimensional effect.**

**Plants to consider for this application include:**

- **Morning Glory**
- **Ivy – English, Bostin, Creeping Fig**
- **Honeysuckle**
- **Wisteria**
- **Trumpet Vine**

**When the vines begin growing, weave them through the fence mesh to train them. Gradually, they will get the idea and cover the fence, giving a natural and vibrant addition to any landscaping.**

Morning Glory

English Ivy

Honeysuckle

Wisteria

Trumpet Vine

NATIONAL
METAL
INDUSTRIES

# Privacy Slats & Top Cap for Chain Link

**Bottom-Lock**

The Bottom-Lock slat provides an economical and attractive way to enhance any chain link fence. Inserts using a bottom locking channel.

**Top-Lock**

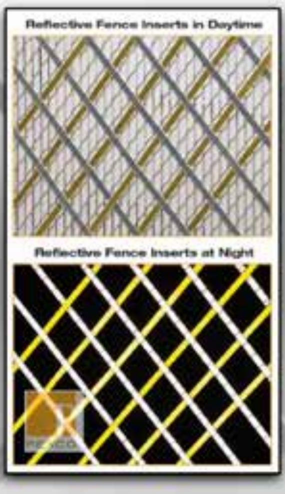
The Top Lock Slat provides an economical and attractive way to enhance any chain link fence. Inserts using a top locking channel.

**Winged Slat®**

Winged Slat® is the answer. With the proven quality and durability of our standard slats plus unique "wings" for extra screening and security, these slats are self-locking.

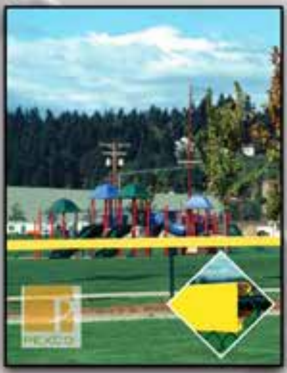
**Fence Weave®**

Fence Weave® converts any chain link fence into a privacy fence and allows custom designing. It's a natural fit for homeowners who like to do it themselves.


Reflective Fence Inserts in Daytime
Reflective Fence Inserts at Night

**Reflective Slats**

Reflective Slat Inserts are designed for gates and sections of fence where visibility is critical, especially at night. These Reflective Inserts are well suited for airports, hospitals, schools, commercial facility entranceways, temporary construction sites, residential driveways, or keeping vehicular



**Safety Top Cap™**

Safety Top Cap™ The unique design provides protection against bodily injury by covering the exposed knuckles or barbs on top of a chain link fence.

**Safety Top Cap LITE™**

Safety Top Cap-LITE™, provides safety and greater visibility to the top of chain link fence systems on athletic fields, in parks and recreational facilities.

For over 65 years National Metal Industries is one of the leading manufacturers and distributors of metal, PVC, & wood fencing, decking, railing, outdoor structures and more.

We provide top-grade fencing materials at competitive pricing. Through our unsurpassed customer service and quality products offered, we have come to be the supplier of choice.

---

NATIONAL
METAL
INDUSTRIES

# Privacy Slats & Windscreen for Chain Link

**Windscreen**

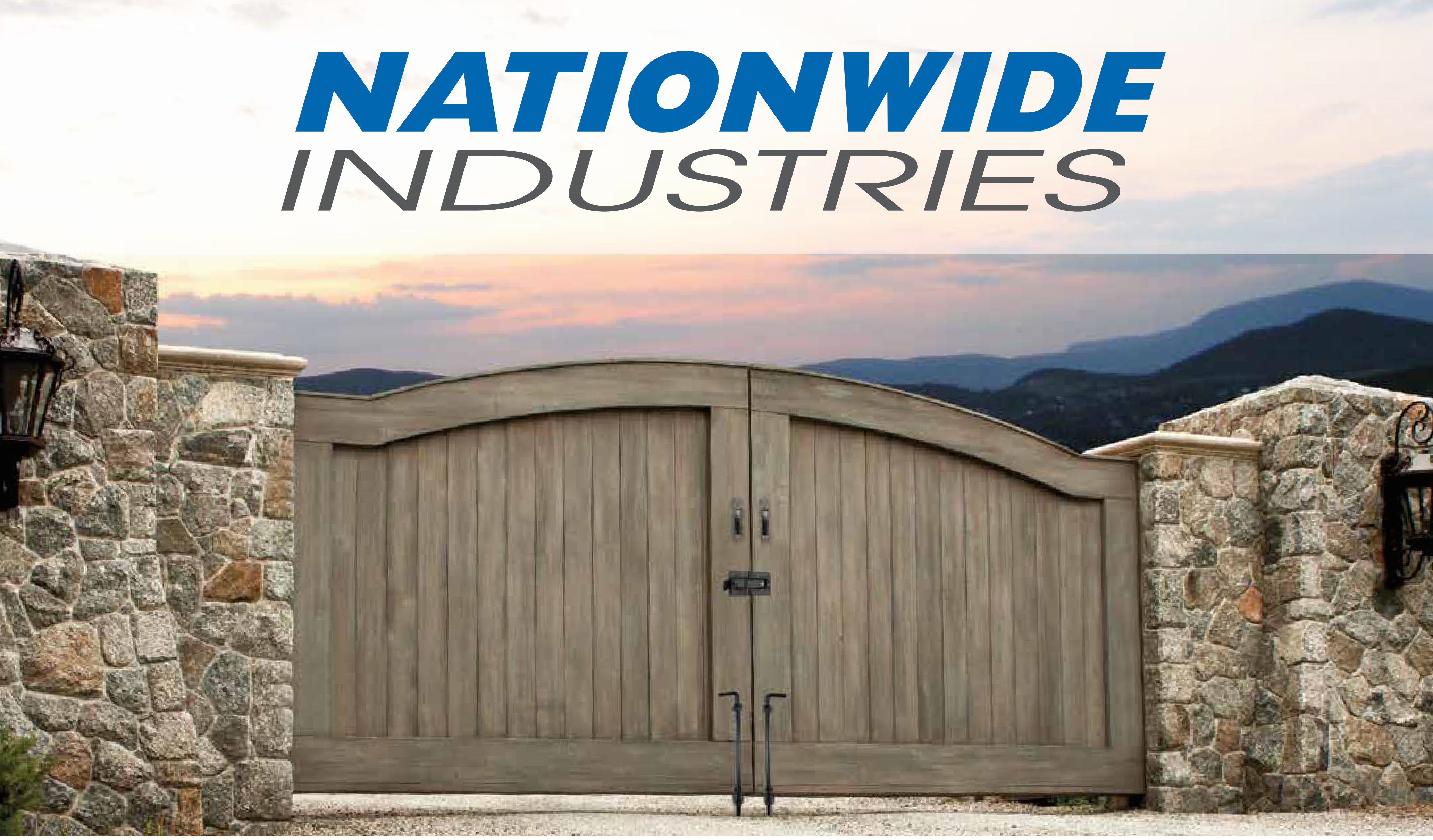
The most durable Privacy Fence Screen / Shade Cloth product in the market today. Designed specifically for outdoor fence durability and to withstand rigorous environments.rigorous environments.

**Aluminum Slats**

A classic lattice design, our aluminum fence slats provide a unique appearance at an affordable price.

Our extruded aluminum slats feature a gloss-baked enamel finish and are inserted diagonally and lock into place, making installation an easy process.

Available from National Metal Industries, **Forevergreen-Hedge** transforms open-space chain link fence into a beautiful, private, protective enclosure.
Get the natural appearance of a finely groomed hedge without the maintenance, water or trimming. **Forevergreen-Hedge** blends well into any landscape and provides about 95% privacy. Proudly manufactured in our New York warehouse.



NATIONWIDE
INDUSTRIES

FENCE PRO'S #1 CHOICE
FOR FENCE AND RAILING HARDWARE

Nationwide Industries maintains the largest, in-stock selection of fence and gate hardware for fence professionals just like you. Our products are guaranteed to last, easy to install, and ship in 24-hours so you can focus on doing what you do best.

We are the leading industry resource with over 2,000 SKUs

Phone: (813) 988-2628 | www.nationwideindustries.com